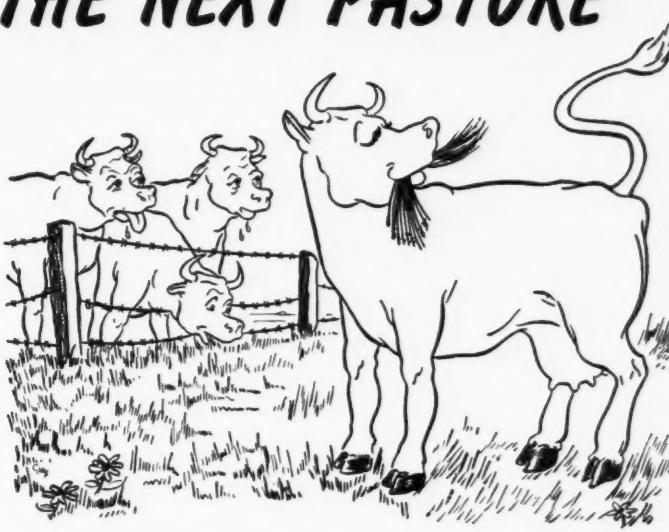


The NATIONAL UNDERWRITER

Life Insurance Edition

THIS IS THE NEXT PASTURE



Grass is always supposed to be greener in the next pasture. That's why they have fences for cows. And that too is why there are globe trotters, and divorce courts and dissatisfied life insurance salesmen.

But Franklin salesmen don't bother looking over fences with that day-dreaming light in their eyes. They know that the grass is greenest right where they are. Last year the hundred leading Franklin representatives averaged \$5,256.00 in commission earnings. And the entire agency group whose earnings were reported to the internal revenue commissioner, averaged \$3,598.08.

That's a lot of alfalfa.

So if you are suffering from wallet-anemia, and have developed a roving eye for the fields beyond the fence, take a look at a Franklin Direct-with-the-Home Office agency contract. It assures contentment, with an ample supply of "long green."



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

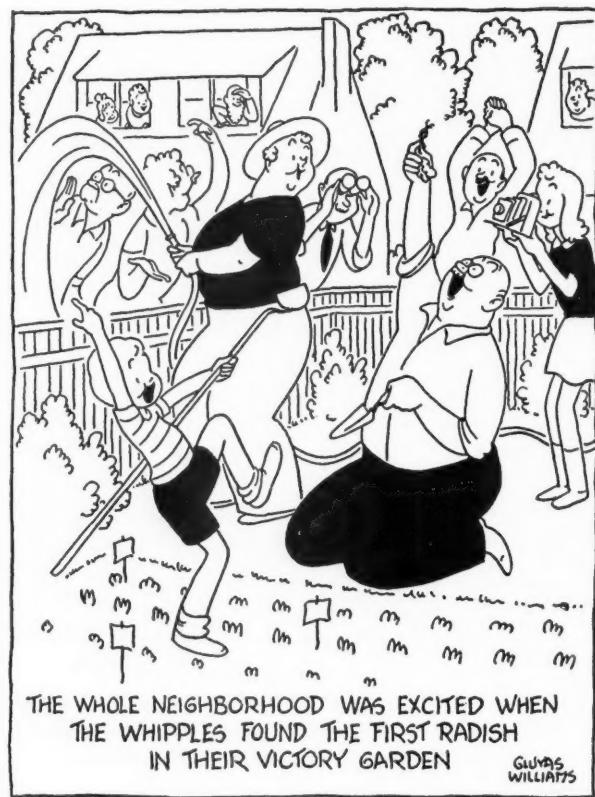
One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$230,000,000.00 Insurance in Force

FRIDAY, MAY 14, 1943

Wartime readjustments... #8

This illustration is from our current series of advertisements in *The Saturday Evening Post*, *Time*, *Newsweek*, and the alumni magazines of 23 leading colleges and universities.



VICTORY GARDENS are turning out to be another of those wartime readjustments that develop unexpected dividends. Many families on the home front are finding that the sacrifices, the luxuries they have to do *without*, are making it financially possible for them to buy War Bonds AND LIFE INSURANCE in spite of increased taxation.

Perhaps the most important factor, these days, that retards the purchase of life insurance, is *uncertainty in the future*, the fear of a "lag" when peace finally comes.

New England Mutual underwriters* have found that their Company's liberal contract is the best answer in overcoming such hesitation, for it *helps finance itself* in difficult times when premium payments come hard.

Three features help to accomplish this:

1. DIVIDENDS begin at end of *first year*.
2. CASH VALUES begin at the end of the *second year*.
3. A PREMIUM LOAN is available beginning with *second annual premium*...and there are unusual CONVERSION PRIVILEGES.

*And a steadily growing group of brokers, too, are taking advantage of the saleability of the New England Mutual contract.

New England Mutual
Life Insurance Company of Boston

George Willard Smith, President Agencies in Principal Cities Coast to Coast
THE FIRST MUTUAL LIFE INSURANCE COMPANY CHARTERED IN AMERICA — 1835

Parkinson Center of April Campaign of the Equitable

President Recites Some Achievements and Aims of the Company

President T. I. Parkinson, Equitable Society, in addressing the central and western department delegates at Chicago who qualified in the "Par for Parkinson" April campaign, stated that the company's experts are making a careful survey of the farm mortgage field, reviewing the experience of the last few years and working out a plan for the future. He said that the Equitable intends to become more of a factor in this activity and it will seek quality along with quantity. It has had a very excellent experience in disposing of foreclosed farms.

President Parkinson was at home in Chicago because the central department inaugurated the "Par for Parkinson Month" a number of years ago. Not long ago it was made a national campaign for the Equitable. The total volume for April was \$68,399,816, insuring 17,942 lives. The number of agents participating was 3,081. The central department with headquarters at Chicago led in volume with \$26,290,786 on 7,845 lives, the agents participating being 1,079, the average volume per agent under contract \$20,588. There were 577 par agents.

Figures of Other Divisions

The western division including Texas produced \$10,124,681 on 2,862 lives, number of agents participating being 418 and the amount per agent \$18,243, there being 190 par agents.

The southern department produced \$10,098,288 with 2,592.5 lives, the agents participating being 485 and the average volume \$17,532, there being 218 par agents.

The eastern department produced \$12,049,526 on 2,687 lives the agents participating being 573, the average volume per agent being \$16,890 and the number of par agents 213.

The New York metropolitan division produced \$9,836,535 on 1,954 lives. The number of agents participating was 526, the average per agent being \$12,499 and the number of par agents 165.

The eastern and southern departments held a special meeting in New York Saturday attended by the representatives winning the "Par Excellence" honor for each agency, the leading unit manager, leading agent and leading manager from each department.

R. R. Reno of Chicago is president of the central department organization; Kellogg Van Winkle of Los Angeles, western department; V. J. Harrop, southern; H. C. Nolting, eastern; A. V. Ott, Greater New York. The production was \$4,000,000 over April, 1942. Mr. Parkinson said there are 900 Equitable agents now in uniform in active service.

Graham Presided at Luncheon

Vice-president W. J. Graham introduced Mr. Parkinson at the luncheon in Chicago stating that the Equitable aims to issue every form of life insurance contract that can be applied to human

(CONTINUED ON PAGE 18)

Key Man Has No Right to Business Insurance on Life

NEW YORK—The large amount of key man insurance being written today on essential executives and technicians in war industries brings up the question of possible future complications in cases where the key man leaves his present employer and wants to take over the insurance on some equitable basis.

Ordinarily the employing corporation is perfectly willing to let the insurance go if it is reimbursed. However, a recent case shows what can happen when the key man leaves and the employer, either out of pique or a desire to speculate on the possibility of the man's early death, decides to hang on to the insurance.

Left and Became Rival

In this incident a young executive left his employer, who had taken out \$25,000 of life insurance on him. The executive set up his own business and succeeded in corralling a large slice of his former firm's business. The former key man had wanted to take over the insurance and was willing to compensate the corporation on any reasonable basis but the company elected to keep the insurance and continue to pay premiums.

There is nothing to prevent an employer taking this stand in the large majority of states. If the employer is deemed to have an insurable interest at the time the policy was issued, the same insurable interest would be presumed to exist at the time of death. Texas, however, has a statute requiring that there be an insurable interest at the time of death and there are a couple of other states where court decisions would leave an employer under the circumstances on very shaky ground in trying to collect the full death claim.

In a few cases key men have had the

foresight to enter into an agreement with their employers at the time of taking out the insurance or subsequently to provide that in the event of leaving the company they would have the option of taking over the insurance on a specified basis. This procedure has never been generally followed, usually because the possibility of some future resignation is not uppermost in the minds of either the key man or the corporation when the insurance is being arranged and also because the corporation is the sole owner and beneficiary of the policy and the key man would have no particular interest in its continuance, since he would not be counting on it as part of his insurance estate.

The main type of situation in which the question would come up would be where a key man is leaving, needs more insurance and is either uninsurable or substandard. In such a case the corporation might refuse to accommodate the department employee merely out of ill-will or it might feel that if his physical condition were badly enough impaired it would be a good investment to keep on paying premiums on his life in the hope of a substantial profit if he should die at an early age.

Another reason for a departing employee wishing to retain his insurance might be the fact that the policy contained more liberal provisions than would be available under new coverage he might buy.

Agreement Is Binding

It is obviously to the key man's interest to have a written agreement with his employer setting forth the basis on which the former will be permitted to purchase the coverage in the event of

(CONTINUED ON LAST PAGE)

Has Impressive War Bond Record



Shown above are members of the committee of the Birmingham Association of Life Underwriters which helped handle the second war loan drive in Birmingham after having put the payroll deduction plan of buying war bonds in effect with almost 1,000 firms. They are: First row, left to right, L. Jones, New York Life; J. N. Corey, Sun Life; M. A. Davidson, Mutual Life of New York and F. S. Chisholm, New England Mutual Life; back row, T. J. Huey, Prudential; L. L. McGauley, Union Central Life, president of the association, and D. H. Clark, Pacific Mutual. Two members of the committee, A. L. Smith, Jefferson Standard Life, chair-

man of the payroll deduction plan drive, and H. L. LaClair of Fidelity Mutual Life were not present when the picture was taken.

As a result of the association's payroll deduction efforts, 150,000 employees are buying \$1,500,000 per month in bonds. In the second war loan drive the association was credited directly with the sale of \$5,986,000 in bonds, out of a total sale of \$22,150,000.

The association sponsored a breakfast to inaugurate the drive at which the chief speaker was Frank P. Samford, president of Liberty National Life and chairman of the statewide war finance advisory committee.

Rutherford Hits Proposal to Sever Agent-Company Bond

N.A.L.U. Leader Opposes Licensing Producer for All Insurers

"Acceptance of the proposal that agents should be licensed to sell life insurance for all companies operating in their particular state would automatically eliminate most of the progressive measures which the National Association of Life Underwriters is advocating in their behalf today," declared James E. Rutherford, executive vice-president N.A.L.U. He was commenting on the proposal made by Leon Gilbert Simon, Equitable Society, New York, at the recent Boston sales congress.

Would Destroy Agency System

"The adoption of this proposal would mean the elimination of the American agency system. This system has built American life insurance. It is a safe assumption that without the relation of company to agent and agent to company in the past, we would never have put anywhere near 130 billions of insurance on the lives of American citizens. Without this system, the stability of life insurance would never have been sold to the American people as it has been sold. Life underwriters don't go around talking about 'the companies'—each of them says 'my company' or 'our company.' A man believes in the company he represents and spends a considerable portion of his time telling people how good it is. The 'knocker' disappeared a long time ago. In boasting of his own company, the agent has convinced the American public that all companies are sound, that they render a useful service, and that life insurance is a good place to put one's life savings. Yes, through his loyalty to and his boasting of his company, the American field man has played a major role in building American life insurance as we know it today. He would suffer if he were torn away from that company, but more important to the nation as a whole, the American people would pay the greatest price."

Trend Toward Closer Tie

"The trend in this business is not toward weakening the agent-company relationship but definitely toward even a closer tie between an agent and his company with resulting good to agent, company, and the general public. In the industrial or weekly premium field where this closer relationship exists, more marked progress has been made in recent years in the financial well-being of the underwriter than in the ordinary field where the myth, 'independent contractor', still exists. The six months study of the Life Managers Association in New York, which was made public at the recent meeting in Saratoga, N. Y., pointed out that in the past 12 years, while the volume of new ordinary business has declined approximately 40%, the share of the weekly premium agents in that business has increased from 27% to approximately 40% at the present time. It is evident that the closer employer-employee relationship, the careful supervision, and the compensation system possible under an em-

(CONTINUED ON LAST PAGE)

Procedure With War Death Claims

Fischbach Tells Lawyers Group of Survey Findings

A realistic view of the number of war deaths that will be suffered in the present conflict by the United States was taken by John W. Fischbach, general counsel of Minnesota Mutual Life, in his talk on "Investigation and Settlement of War Death Claims" at the Association of Life Insurance Counsel in New York City this week. In the first world war approximately 52,000 men were killed in action or died of wounds sustained in action, he said, and approximately 190,000 men were wounded, but not mortally. Of the 4,000,000 men under arms in the first war, approximately 2,000,000 went to France, and of these about 700,000 men were exposed to the war hazard on an average of about two months each, although such exposure was not continuous.

Hazard Substantially Greater

In the present war the United States became engaged much earlier during the course of the activities, is fighting on a hundred battle fronts instead of one, and in spite of improvements in surgery and in the treatment of wounded men with the use of sulfa drugs, anti-shock treatment, blood plasma, etc., the hazard is substantially greater than in 1918. During the first year of the second world war, the life companies paid about \$14,000,000 in death claims on men in the armed forces of the U. S.

Mr. Fischbach estimates on the basis of what happened in the first world war, that for every two months of exposure to battle hazards in modern warfare, approximately one-third of the men engaged will suffer some kind of wound, and approximately one-fifth of those hit will die either immediately or as a subsequent result of that wound. Applying that rough formula to almost any guess as to the duration of the present war and the number of men engaged, and no matter how much wishful thinking is done, the result will be startling.

More Insurance in Force

Total life insurance in force in American companies in 1917 was only about \$27,000,000,000 while in 1941 it was \$124,000,000,000, indicating that even though the men in service are not the ones who carry a lot of life insurance, the average amount on each life today must be greater.

Mr. Fischbach paid high tribute to the Blue Book of the International Claim Association dealing with the handling of war claims. He said the association plans to re-publish the book this year to bring it up to date by incorporating the contents of bulletins subsequently issued by the association's war claims liaison committee and noting all changes in law and procedure. The work of the claim association and of its war committee, of the Eastern Life Claims Conference, and of the government agencies with which the life companies deal in settling claims has been thorough and of exceptionally high quality, he said.

The settlement of death claims in normal times is rather a simple process. Mr. Fischbach commented, if the claim executive can answer three questions in the affirmative: Is the policy in force? Is the insured dead? Is the person making claim as beneficiary the proper recipient of the proceeds? The "bogeyman" is that one of these questions should have been answered "no" when it was answered "yes," and this misgiving is of particular concern in war time.

There is probably more concern over "missing in action" cases than over all the other classes of casualties combined, Mr. Fischbach said. Congress has pro-

vided some relief for the missing persons themselves through public law 490 as amended by public law 848, covering personnel of the armed forces, the coast guard and geodetic survey, the public health service and civilian employees of the executive departments, independent federal establishments and agencies who are missing, missing in action, interned in a neutral country, besieged and cut off from communication, or who are held by the enemy as prisoners. Such persons are entitled to full pay and allowances; allotments to dependents and for paying insurance premiums go on although the allotment period may have expired, and if no allotment order is on file or if an order allows an insufficient amount, it may be amended or one executed by the head of the department in the name of the missing man. After 12 months from date when the man was first reported missing, provided that no report of death or other change of status has been received, the head of the department may have a review of the case made and he is authorized to direct a continuance of the person's missing status if the person may reasonably be presumed to be living, or to make a finding of death based upon presumption. If the missing status is continued, the case may be reviewed subsequently and reconsidered. If and when a finding of death is made, the date of death is to be given as the day following the expiration of the 12 months, or a date can be determined by the head of the department, depending upon the facts of each case. That date is binding only for the purposes of termination of pay and allowances, settlements and accounts, and payment of the six-months-pay death gratuities to dependents. There is nothing in the law which says that it is binding for any other purpose or that either the date or the finding of death itself is of any probative value, or, in fact, even admissible in evidence in a court.

Japanese Reports on Prisoners

When public law 490 was passed in March, 1942, the U. S. already had lost a number of prisoners in Java and things did not look good in the Philippines, Mr. Fischbach continued. The law authorized the head of the department to make a finding of death at the end of 12 months in the absence of contrary information. It was assumed that any prisoners in the hands of Japan would be reported within at least a year through the agency specified by the Geneva Conference agreement; that is, the International Red Cross. But Japan

(CONTINUED ON PAGE 10)

Human Record of War Is Revealed in Unusual Cases Reported by Companies

Two of the questions which John W. Fischbach, general counsel of Minnesota Mutual Life, asked in his questionnaire circulated among the companies about a month ago produced some exceedingly interesting replies. The stories were included by Mr. Fischbach in his paper, "Investigation and Settlement of War Death Claims," presented before the Association of Life Insurance Counsel this week in New York.

The questions were: "Give briefly the details of the most interesting or unusual death claim you have had arising out of World War II." "Have you paid any war death claims on which insured was subsequently discovered to be alive, and what did you do about it?"

One company had life insurance coverage on Major Blank, whose body on a life raft was washed ashore on the coast of Brazil Feb. 2, 1943. Major Blank was a passenger in an army transport plane flying from Africa to America. Six identification tags were found beside his body on the small rubber raft, indicating that the former wearers of those tags had died and had been buried at sea. The last report from the plane according to the War Department was on Jan. 18 from a point over the south Atlantic. The landing of the light raft on the Brazilian coast consummated one of the war's most unusual stories. In addition to Major Blank's body and the six identification tags, the raft contained a colonel's eagle insignia which had been bent into a crude fish hook and some fish skeletons. There was also a navigator's notebook in which no entry was made after the fatal flight began but in which the navigator had drawn, a few days before the plane left Africa, a skull and cross bones and a crude sketch of a grave. But there was not the faintest clue as to why the plane was forced down, or where or when. Major Blank apparently had died from exposure, exhaustion and thirst a few days before the raft was washed up on the Natal beach.

Assured on Torpedoed Ship

Another company's policyholder, an employee of an army contractor at a foreign base, was on a ship returning to America. The ship was torpedoed and reported to have been sunk in 58 seconds. It was reported that two survivors succeeded in getting in a life boat and that it took them 13 days to

reach the nearest land. One of the survivors reported to the mother of the policyholder that he knew for certain her son had perished in the disaster. Notice of a death claim was given and an inquiry was started. Two months after the occurrence, the policyholder's mother received a telegram from him to the effect that he was safe and well. A short time later a letter was received from a U. S. army chaplain stationed at a foreign base to the effect that the policyholder was safe and in his hands after having been picked up with two other survivors and landed in a foreign country on a fishing boat. The policyholder has no recollection of any of the circumstances and as far as the company knows it is a complete mystery as to how he was able to survive after being thrown into the sea 13 days from land. Incidentally the War Shipping Administration records will carry this man as "lost."

Somnambulist on African Front

In one case insured was a somnambulist and he selected the North African front to do his sleepwalking. In another, two holders of similar policies in the same company met death in a head-on collision of their two planes on a South Pacific island. One company paid a claim based upon presumptive death of insured in a marine disaster, and subsequently death was established definitely by the finding of the insured's ring, engraved with his initials and date, in the stomach of a shark.

A soldier serving in the Philippines was declared officially dead by the War Department, which issued its regular certificate of death, another company wrote. "We paid the claim of \$2,000 and several months later received a letter from the brother of insured to the effect that a letter had been received from insured written since he was reported dead, stating that the insured was in good health."

In the brother's opinion the letter was authentic. The company reported the fact to the war department and asked for a special investigation which they proceeded to make over a period of months, "finally informing us that they had not been able to determine anything definite. They stated they were carrying this man now as missing in action and would so carry him for one year and then declare him officially dead. The year will expire in May, 1943. The proceeds of the policy were paid to a bank, the bank having qualified as executor of the will of the soldier. The bank is holding the proceeds, pending further development. The heirs of the soldier, being convinced he is alive, have asked the bank to refund the proceeds to the insurance company, but the bank takes the position that the courts have determined that the man is dead and that until an appropriate order is entered voiding the issuance of letters testamentary to the bank, the bank is powerless to act."

Recovering Money Mistakenly Paid

One company paid some death claims on which the insured was subsequently discovered to be alive but all of them arose early in the war when it was accepting telegrams as proof of death of those dying outside of the United States. This practice has been discontinued. The company was successful in recovering the money, except for a negligible sum, from the beneficiaries without recourse to legal action. The company reinstated the policies on a premium paying basis.

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Comes to Defense of Agents

Miss Mary Webb, agency secretary at the home office of the Reserve Loan Life of Dallas, in its house organ, "Hour Glass," asks the question, "What is an agent?" She says that an agent is lured to the business by the reiterated statement that he is "his own boss." He learns that he is entitled to six extra hours of work after the usual eight and the additional privilege of convincing his wife that it is work which consumes his evenings. Miss Webb says that the agent is hired for his sales ability and then berated because he is not a detail man. He is expected to complete various and sundry items, pursue study courses during his leisure time, he is deluged with drives and contests. The reward is frequent, she said, an autographed photograph of one of the officials.

Knee Suffices for a Desk

He helps to support a great office organization and frequently has to use his knee for a desk, carrying his files in his

pocket. Miss Webb said he is often pressed by his company, shunned by his fellowmen and tolerated by his family. She makes the graphic statement that an office boy starts at the bottom and works up while an agent starts at the bottom and works. He is urged to get out of the \$1,000 class and then when he sends a \$5,000 case it is subjected to suspicious scrutiny. It may be declined because cash accompanied the application. In concluding Miss Webb says:

"He spends all day boasting his company and his product to his prospects and all night damning them to his wife. Mentally he resigns at least once a week . . . actually he goes to work every morning. He handles a commodity as elusive as Yehudi . . . is told how to sell it by folks whose experience along that line is confined to a two-year course in some college . . . and sells it to people who don't want it . . . a truly remarkable person is the life insurance agent!"

Working Man Insurance Market

New Production Approach Is Needed. "Ad" Men Are Told

NEW YORK—The great insurance market of the future will be the working man, said Burton Bigelow, Burton Bigelow Organization, speaking before the Insurance Advertising Conference last week. It requires a different technique to sell the laboring man than it does the average business man and promotion managers will have to teach themselves and their producers this new approach. Mr. Bigelow expressed the belief that there will be a great expansion of markets for all lines of insurance.

Study Market and Its Needs

He said that promotion managers have a job to do in product design, that they should keep their eyes focused on the market and its needs. This is the greatest opportunity for advertising men to educate the public on the value of insurance because when the war is over consumers are likely to have available an annual surplus of expendable funds of from \$10 billion to \$20 billion annually over and above subsistence requirements. He said about 50% of the potential customers who hold this money will be laboring men and the good will of these men and their families will be of immense importance in marketing insurance.

Mr. Bigelow said that the sales promotion manager of tomorrow will have to recruit an entirely new sales force and one of the problems will be the returning soldier whose job has been promised to him. He pointed out that some of the boys will have developed qualities of leadership which will make them excellent supervisors and agency leaders and they should be given the opportunity and training to utilize their newly developed talents. On the other hand, there will be others who will have been taking orders for so long they will have lost their initiative and it may take months for them to readjust themselves.

"Ad" Man Needs Prestige

Mr. Bigelow referred to the theme of the previous speaker's talk which was "Make No Little Plans" when he urged the advertising managers to ask for larger appropriations. He advanced the opinion that they should have positions on the executive committees of their companies and that they must have the confidence of those committees and the board of directors.

Dean Charles M. Thompson, College of Commerce and Business Administration, University of Illinois, spoke on the necessity of getting back to fundamentals. He said that the confusion of wealth and welfare is at the bottom of the doctrine of scarcity and that advocates of this doctrine hold that the way to achieve better distribution is to level off the peaks of production rather than to elevate the depressed consumption areas. Higher prices are the result of this and perhaps an increase in wealth in some directions, but Dean Thompson said that it is doubtful that so long as people are underfed and underhoused any additional welfare can be had by such procedure. He pointed out the fallacy in the share-your-wealth idea by stating that the ordinary individual expects to retain what he has earned and is his to use and that if he is forced to share with others what he rightfully feels is his own, it is hardly likely he will continue to produce and save, certainly not on the former scale.

He said that there is no necessary relation between hourly wages and the standard of living, it is the annual in-

Northwestern Mutual Insured Dies at 101

Henry A. Straubel of Green Bay, Wis., believed to have been the oldest living Northwestern Mutual Life policyholder, died at his winter home in Avon Park, Fla., recently. He would have been 102 years old on May 11. Mr. Straubel purchased two Northwestern Mutual policies in September, 1890, when he was 49. He continued them in force until October, 1941, when he settled the cash values under option "A."

A granddaughter of Mr. Straubel, Mrs. B. E. Darling, is the wife of Northwestern Mutual's Green Bay district agent.

Mr. Straubel's parents emigrated from Germany to America when Mt. Straubel was 5 years old and settled in Green Bay where his father established a wagon building shop. Mr. Straubel participated in the Civil War, was taken prisoner and held for a year.

He was in the wagon trade in Green Bay for some years and then entered the flour milling business. He retired in 1894 and since then had spent his time in Florida and Wisconsin. He took up gardening as a hobby late in life.

come which establishes the standard of living. He explained the difference between personal and property rights by saying "A man will pay \$2,000 for an automobile, but he won't pay 5 cents to park it."

Advertise in Philadelphia

PHILADELPHIA—A number of Philadelphia general agents under the

Dividends to Accumulate

In 1908 a U. S. Marine officer started an Ordinary Life policy at age 30, the amount \$3,000. The annual premium was \$71.25, and in 35 years' time the premiums totaled \$2,493.75.

From the beginning the dividends had been left to accumulate, so as to speed up the policy to mature as an endowment, or even earlier to become full paid—without continued premium payments. However, when the maturity time came, the insured elected to have the policy continue as Ordinary Life with accumulating dividends. All during those years, from the beginning, the policy had been holding for his family a life insurance protection of \$3,000.

A year later the marine died, and the Company had ready for his widow the face amount of \$3,000, plus \$1,526.21 of accumulated dividends. The dividend fund alone was only \$967.54 smaller than the \$2,493.75 total of premiums he had paid. Or to put it another way, he had paid in to the Company \$2,493.75, and the return at claim time amounted to \$4,526.21 at the end of 35 years of life insurance protection.

As a matter of fact, the insured's widow left the \$4,526.21 at interest with the Company, which sends her a quarterly interest check, and holds the principal sum subject to her withdrawal or for payment to her estate.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Life Counsel Hold Wartime Parley in New York

NEW YORK—Opening a meeting of the Association of Life Insurance Counsel given over almost entirely to war problems, R. E. Henley, Life of Virginia, president, said that it had long been deferred and that counsel were engaged in a business highly important to a business highly essential to the American way of life.

E. A. Roberts, president of Fidelity Mutual Life, and J. A. Ewing, retired legal adviser of Sun Life of Canada, were elected honorary members. G. H. Aikins, director and general counsel of Great-West Life, a new member, brought greetings from the Canadian Bar Association, of which he is president.

Mr. Henley appointed L. W. Dawson, Mutual Life, chairman of the nominating committee.

Joseph O'Meara's Paper

Joseph O'Meara, counsel for Western & Southern Life, in his talk "Constitutional Questions that Arise in Diversity of Citizenship Cases," voiced the opinion that the law of the state in which a company is incorporated applies only to questions arising out of the corporate relationship between the company and the shareholders, and next, as far as the federal constitution is concerned, in all other cases except that mentioned, any state court where

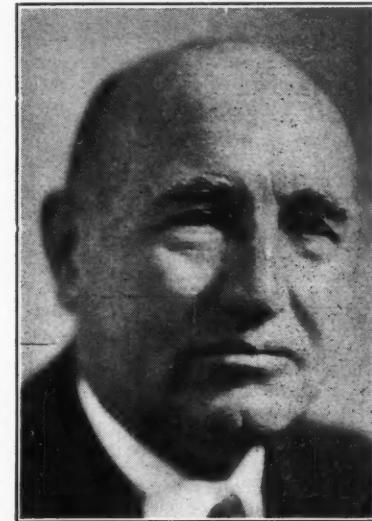
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name of the Life Insurance Advertisers of Philadelphia published advertisements in the local newspapers explaining social security benefits and offering to provide further information to those inquiring.

Montgomery Made Chief for 50th Consecutive Year

WASHINGTON—Directors of Acacia Mutual Life have elected President William Montgomery as the directing head for the 50th consecutive time.

In announcing this, the directors paid



WILLIAM MONTGOMERY

high tribute to the "inspiration, vision, courage and energy" which, they asserted, had been responsible for the unparalleled growth and progress of Acacia during the 50 years of his leadership.

The directors took the occasion to review the accomplishment of Mr. Montgomery in the half century which has elapsed since his election in 1893. At that time, they pointed out, Acacia's assets were less than \$10,000 and its activities were limited to Washington D. C. Today Acacia's assets are well above \$110,000,000; its insurance in force is more than \$475,000,000 and it has become one of the great life companies of the country.

Thoré General Counsel

At this meeting two promotions among the elected officers were announced. Eugene M. Thoré was elected general counsel, and C. B. Hurd associate general counsel. Mr. Thoré, a native of New York City, has been with Acacia since 1925, when he was graduated from Lafayette College. He took his law degree at Georgetown University while employed at Acacia.

Mr. Hurd, a native of Huntington, Ind., has had both private and general legal experience and has been a member of the Acacia legal staff since 1926. He is a George Washington University alumnus and is director of the Washington Title Insurance Company.

William M. Smith has been named an assistant secretary.

March Sales Best Since '37, Research Bureau Finds

The Sales Research Bureau finds that new ordinary production in March was not only 12% ahead of March, 1942, but that this was the largest production for any March since 1937. It was the largest month since February, 1942, when sales were still abnormally high because of rate changes and adoption of war clauses.

The research bureau observed that terminations for the first quarter continue to show a favorable downward trend. The rate of ordinary termination expressed as a percentage of outstanding insurance was 3.88% of the ordinary in force on Jan. 1. This is the lowest termination rate in history. For the entire year of 1942 the rate was 4.4%. In 1941 it was 5.03; 1940 it was 5.67; 1939, 6.17 and 1938, 6.84.

Gantz Feted at 25-Year Mark

CINCINNATI—Celebrating the twenty-fifth anniversary of Joseph M. Gantz as general agent of Pacific Mutual Life for Cincinnati, Columbus and Dayton, the agency force and many friends, totalling 64, together with William M. Rothaermel, vice-president in charge of agencies, gave Mr. Gantz a surprise dinner Monday night.

Mr. Rothaermel called attention to the fact that when Mr. Gantz took over the agency it was fifty-third in production, and now stands first in the country.

Also when Mr. Gantz took over there were two agents. This has been built up to a force of 28 at the present standing, plus 21 who are now serving in the armed forces.

Mr. Gantz's two brothers, who were associate general agents, were not able to attend—one, Captain David M. Gantz, is in India—and the other, Lt. Harry S. Gantz, with the navy.

The Gantz agency has produced several million-dollar-a-year agents as well as company leaders.

Many congratulatory messages as well as flowers were received.

Theo. Hundley, general agent at Huntington, and Earl Rappaport, general agent at Chicago, were present.

A birthday cake was given to Mr. Gantz at the dinner and his associates also presented three cigarette lighters to him. These latter are so he will not have to ask his office associates for a match so often in the future, it was intimated.

Oklahoma Not to Collect Tax on Premiums of Old Ill. Life

The Oklahoma attorney-general has given an opinion to Commissioner Read that Central Life of Iowa is not liable for premium tax on premiums collected in the state from policyholders of the old Illinois Life, whose business is being conducted by Central Life under a management contract. While the Illinois Life business will eventually become vested in Central Life such vesting does not become complete until Dec. 31, 1947, or the prior discharge of lien on Illinois Life policies. Central Life as trustee for the policyholders of Illinois Life is a legal entity entirely separate from Central Life as such. The trustee as such is not doing business in Oklahoma and the fact that Central Life as such is doing business in the state would not alter the situation. If Central Life as trustee performs acts in Oklahoma which would constitute the doing of business a different question would be presented. The attorney general points out that this is in harmony with opinions of attorneys general in Missouri, New Mexico, Minnesota, Colorado and Alabama.

Nebraska Leaders Listed

LINCOLN—Following are the 10 leading life insurance companies in respect of business written and revived in Nebraska last year. The Nebraska insurance in force for these companies is also shown:

	Written & Revised	In Force
1. New York Life.....	\$5,432,255	\$70,764,533
2. Prudential	4,613,257	45,602,941
3. Bankers, Neb.	4,497,471	53,861,506
4. Northwestern Mut.	4,361,500	58,644,230
5. Metropolitan	4,093,989	39,113,403
6. Equitable Society... ..	3,817,287	42,703,684
7. Union National....	3,445,010	12,158,335
8. Lincoln National....	2,459,220	21,732,407
9. Bankers, Iowa	2,402,686	25,143,787
10. Security Mut., Neb.	2,349,140	16,592,368

Miss Stone Program Chairman

Miss Elsie Matthews, Connecticut Mutual Life, Newark, chairman of the women's division of the National Association of Life Underwriters, has re-appointed Miss Mildred Stone, agency field secretary at the home office of Mutual Benefit Life, program committee chairman, women's division.

40-Year Symbols



The first policy ever issued by Reliance Life is shown at the left in the hands of Executive Vice-president Jay N. Jamison, who is comparing it with the latest policy issued by the company, with a number over 908,000, displayed by Treasurer William J. Snodgrass. The photo was taken on the 40th anniversary of the founding of Reliance Life, and these two men were among the original employees who opened the home office of the company in Pittsburgh May 4, 1903.

Senior School Men of Bankers of Iowa Average \$18,000 Sales in Month

Bankers Life of Iowa men to the number of 141 attended senior schools in the first three months of 1943. An "efficiency contest" ran for one month following the termination of the various schools.

These 141 salesmen added \$2,542,000 of written, examined and paid for business during the 30-day contest. That is an average of \$18,000 per month per man or it is writing business at the rate of better than \$200,000 per year per man.

Thirty-two of the seniors wrote \$25,000 or more in new business the first month after the school. Seven wrote more than \$50,000 and one topped the \$100,000 mark.

Bankers Life senior schools are conducted by Ted Tomlinson and Roy Frowick. Attendance at senior schools requires: 1. Previous completion of the company's primary course; 2. subscription to the Diamond Life Bulletins Agent's Service and completion of 12 quizzes; 3. paying for \$75,000 of permanent insurance (no term), and 4. completion of daily and weekly reports and using a certain amount of direct mail advertising.

Subscription price to the D. L. B. Agent's Service is paid by the company in each month in which the agent writes \$8,000 of business. Senior schools are held in Denver and Chicago with all expenses paid for the five-day school.

Farm Loan Men Reelected

DES MOINES—Officers of the Iowa Farm Association, an organization of life insurance representatives in charge of farm loans and management, were reelected at the annual meeting here. J. S. Auner, Bankers Life of Iowa, is president; T. S. Hefley, Northwestern Mutual, vice-president; and Arthur McGill, Equitable Life of Iowa, secretary-treasurer.

New Research Bureau Members

The Sales Research Bureau has accepted for membership North American Life & Casualty of Minneapolis and the National Old Line Life of Little Rock and for associate membership Aseguradora Anahuac, Mexico.

The membership now consists of 129 companies of which 10 are foreign associates.

Life

Insurance

in

Action



Life insurance in action is many things . . .

- It's free cooperative enterprise working with government for the benefit of neighbors and neighborhood communities.

- It's democracy and freedom at work in a war to preserve free men in a more democratic world.

- It's the unselfish work of Agents everywhere—urging folks to keep their insurance in force, and in adequate amount; advising those entering our armed forces how their policies may be administered for them during their absence.

Life insurance is this—and more! It's bringing to policyholders and their beneficiaries comfort and help. *That* is life insurance in action.



THE GUARDIAN LIFE

INSURANCE COMPANY OF AMERICA

50 UNION SQUARE, NEW YORK CITY

A MUTUAL COMPANY

ESTABLISHED 1860

GUARDIAN OF AMERICAN FAMILIES FOR 83 YEARS

May 14, 1943

LIFE INSURANCE EDITION

5

Finkbiner Named as Pa. President

Aaron C. F. Finkbiner, Philadelphia general agent of Northwestern Mutual Life, was elected president of the Pennsylvania Association of Life Underwriters at its annual meeting in Harrisburg.

Other officers elected are: Eastern



A. C. F. FINKBINER

vice-president, Harold E. Towson, Metropolitan Life, Lancaster; central vice-president, John H. Blackman, Mutual Life, Scranton; western vice-president, R. Maxwell Stevenson, Berkshire Life, Pittsburgh; treasurer, Calvin J. Frey, Mutual Life, Erie. John H. Thomas of Equitable Society, York, was reelected for a three-year term on the executive committee.

The association officially endorsed the candidacy of Steacy E. Webster, general agent of Provident Mutual Life in Pittsburgh, for trustee of the National association.

The official year of the state association was changed from May 1 to July 1 to correspond with the fiscal year of the National association and William S. Tiffany, Prudential, Harrisburg, will continue in the state association presidency until June 30.

Governor Martin Speaks

Governor Martin of Pennsylvania was a speaker. He said life insurance agents hold a unique position in that they serve to combat inflation, encourage thrift and in general lend balance to the entire economic structure of war-busy America. Attendance was exceptionally good, with 24 of the state's 25 local associations represented.

"Life Insurance Dollars in Action," new pamphlet by Walter A. Craig, Philadelphia, was presented by Clifford H. Orr, Philadelphia, executive committee member and national trustee. Mr. Tiffany and Mr. Orr reported on the Kansas City meeting of the National association.

Particular recognition was given to the membership efforts of the Johnstown association and its president, Winston Emerick. This association has shown a membership increase of 100% since June 30, 1942.

A committee was appointed to carry out arrangements for issuing a quarterly state bulletin. Panel discussions on local and state association activities constituted a large part of the program.

Manhattan Life Correction

The announcement of a new settlement option basis for Manhattan Life which was carried in a recent issue of THE NATIONAL UNDERWRITER, incorrectly quoted 3.75% as the new interest basis. These new tables are based on 2.75% interest assumption.

Hohaus Tells Social Security Views

NEW YORK—Improvements in the federal old-age and survivor's insurance plan advocated by R. A. Hohaus, associate actuary of Metropolitan Life, at the forum discussion sponsored by the New York Times, include a simplification of the benefit and insurance status formula, enlargement of the scope of coverage to bring in groups of workers now excluded, provision for those who become "prematurely superannuated" through permanent disability, further emphasis on social adequacy and less on individual equity as the benefit criterion, protection of the insurance status of men in the armed forces and the inclusion of some provision for the present aged not under the plan.

Mr. Hohaus said that unemployment insurance plans show too little appreciation of the social adequacy principle. Benefits are too closely geared to prior wages and except in the district of Columbia, family obligations are ignored. He said that there should be a wider application of the principles operative in the federal old age plan. A change in emphasis from individual equity to social adequacy for the benefits and a general sharing in the cost by employees as well as employers should also serve to dispose of the experience rating controversy.

Social health insurance is still in the discussion stage, Mr. Hohaus said, and he suggested that it would be better to get the federal old age and the unemployment insurance plans on a satisfactory basis before embarking on a third plan. The speaker said that the average American citizen feels that he has a definite obligation to himself and his family, to his employer and associates definite obligation to himself and his fellow citizens, but he also feels that it is an individual responsibility and not one of society to provide appropriate protection for his family through insurance.

English Companies Show 5% Ordinary Gain in '42

The Institute of Life Insurance reports that the ordinary business of 45 British companies showed a 5% increase in 1942 compared with 1941 and a 24% increase compared with 1940. Only 13 companies showed decreases. Sales are still below the pre-war level, but the trend is substantially upward.

Canadian Bond Subscriptions

TORONTO—Insurance company subscriptions in the Dominion's fourth victory loan include: Canada Life, \$12,000,000; Prudential of Newark, \$10,000,000; Manufacturers Life, \$8,000,000; Confederation Life, \$6,500,000; New York Life, \$5,500,000; North American Life, \$5,000,000; Monarch Life, \$1,000,000; Northern Life, \$1,000,000; Canadian Order of Foresters, \$800,000; Montreal Life, \$650,000; Independent Order of Foresters, \$620,000; Equitable Life of Canada, \$600,000; Sovereign Life, \$500,000; Standard Life, \$500,000, and Fidelity Life, \$150,000.

Chicago Group to Hear Professor

The Chicago Life Insurance & Trust Council at its annual meeting May 20 will hear Dr. George E. Davis, Purdue University professor and authority on the poetry of James Whitcomb Riley. "The Elastic Four," national champion barber shop quartet, will be featured.

Mass. Non-Medical Law

The statement was erroneously made in the April 30 edition that the Massachusetts bill which has now been signed by Governor Saltonstall permitting the writing of non-medical up to \$5,000, extended such privilege to domestic companies only. The act permits all companies licensed in Massachusetts to write non-medical.

The FIELD UNDERWRITER IS IMPORTANT because ...

by
Frank L. Rowland
Executive Secretary,
Life Office Management Assn.



One of a series of statements by national leaders

. . . He is playing an important part in relieving the boys in the armed forces of home worries—and helping preserve our democratic institutions.

Dear Dad:

You have asked me if we boys ever talk about what we are fighting for—yes, we do. None of us seems to know much about the political or economic aspects of the war, but in some vague way we all seem to have the feeling that this war has to do with our home and family, and we are fighting to prevent such a breakup as we read about in Europe.

Being away from home has made us realize for the first time how important it is. The fellows love to brag about their home town, their parents and, of course, their girls. They expect when they return that everything will be the same as when they left, and if they didn't believe that, I doubt if there would be much to fight for—at least that we could understand.

I don't think the fellows out here crave a new world or a new deal after the war; at least they don't talk about it. We think of the world we left as a pretty swell place and will be satisfied to find it the same when this is over.

Some of the boys here brag about their dad's work in war plants or government offices, but those of us whose fathers are working hard to keep the important things of life going, are just as proud.

The boys don't seem to know a great deal about the life insurance business except that it is helping to keep things back home as we want them to be and they are all for it. One of the boys in my company lost his dad a couple of weeks ago and the first thing he told us when he came back was that his mother could keep the home going and the younger kids in school because his father left an insurance income. That made quite an impression on the fellows—and it made me feel good, dad, that you are in the life insurance business, helping to take care of the folks back home and relieving us of worry so we can go on with this job.

Affectionately, your son,
Robert.

Army Air Forces
Miami Beach, Florida

To the Field Underwriter on the domestic firing line I pay my respects; I have assured my son that this army on the home front can be depended upon to help preserve the life and institutions to which he and his buddies long to return.

This space has been offered to leaders in the life insurance fraternity in the interest of properly appraising the value of field underwriting in wartime America. It is hoped that this series will prove beneficial to Field Underwriters of this and all companies. Reprints will be gladly furnished on request.

HOME LIFE INSURANCE CO., NEW YORK, N. Y.
Ethelbert Ide Low, Chairman of the Board James A. Fulton, President
William P. Worthington, Vice President and Superintendent of Agencies

Advance Prudential Home Office Men

**Whittaker, Shepherd, Volk
Second Vice-presidents,
Kineke Associate Actuary**

Prudential has announced several important home office promotions.

E. B. Whittaker and Pearce Shepherd, who have been associate actuaries, both have been given the title of second vice-president and associate actu-



Pearce Shepherd



F. D. Kineke

ary. H. J. Volk, former assistant secretary, is made a second vice-president. F. D. Kineke, assistant actuary, becomes associate actuary and E. J. Conroy, assistant solicitor, becomes an associate general solicitor. R. T. Heller and P. W. Stewart, supervisors, are elected assistant secretaries and D. A. McCabe is promoted from assistant manager to manager of the ordinary claim department.

Careers of Promotees

Mr. Whittaker, a native of England, has been in this country since 1926, after having been associated for five years with the Scottish Widows Fund of Edinburgh. In 1929 he joined Prudential as a mathematician. He is a fellow of the Faculty of Actuaries in Scotland, the Actuarial Society of America and the American Institute of Actuaries. The institute awarded him its triennial prize in 1933 for a paper on "Construction of Mortality Tables." For 12 years he has been in charge of selection and training of actuarial students at Prudential and is now chairman of the joint educational committee of the Actuarial Society and American Institute.

Mr. Shepherd is a native of Chicago and an alumnus of the University of Chicago. During college he was associated on a part-time basis with Marcus Gunn, a consulting actuary. He later joined the actuarial firm of L. A. Glover & Co. when it acquired Mr. Gunn's business.

After seven years with North American Reassurance he joined Prudential as a mathematician in 1932. He became an assistant actuary in 1933 and associate actuary in 1942. He has been a member of both the Actuarial Society and American Institute since 1928. Two of his brothers are actuaries, C. O. Shepherd, associate actuary of Travelers, and B. E. Shepherd, actuary of the Life Presidents Association.

Volk Active in Management Field

Mr. Volk has been with Prudential 15 years. He is a graduate of Rutgers University and Mercer Beasley School of law. His duties have been largely in the personnel and office management fields. He has been an assistant secretary three years. He has been active in the American Management and Life Office Management Associations, and is a former director of the National Office Management Association. He heads the Rutgers Alumni Association.

Mr. Kineke has been a Prudential man since 1910, and has served in several departments. He was made a mathematician in 1927 and an assistant

Insurer Can Interplead to Avoid Possibility of Twice Paying Policy Proceeds

In Rosen vs. Equitable Society, the New York court of appeals ruled the insurer had the right to interplead and thus protect itself against the possibility of paying twice where there was a suit over the proceeds of two policies brought by the beneficiary and deceased's wife.

Equitable Society issued two retirement annuity policies to Isidore Rosen. The policies provided for payment of death benefits to the named beneficiary, who was a brother, Samuel Rosen. The insured died Sept. 28, 1941, and his wife sued to recover the proceeds, alleging that he had assigned the policies to her.

Equitable denied on information and belief that Rosen had assigned the policy and moved for an order of interpleader substituting Samuel Rosen as the defendant in the suit brought by the wife and discharging it from liability to her or to Samuel Rosen on payment of policy proceeds into court.

Burden Not on Insurer

The lower court permitted Equitable's motion. Samuel Rosen appealed and the appeals court reversed the lower tribunal. Equitable then appealed.

Equitable Society could not pay Mrs. Rosen, the wife, without strong probability it would be compelled to pay the same debt also to the other claimant, the court said.

The insurer should not in fairness be required at its peril to decide the questions of fact or law on which the validity of the conflicting claims may depend. It should not be called on to ferret out the facts which lie behind a family controversy. Under statute it is entitled to the relief asked. Costs were against Samuel Rosen.

W. G. H. Acheson appeared for the insurer, Max Kavenoff for Samuel Rosen.

Smith of B.M.A. Successful Agent

Corwin D. Smith, newly appointed district manager of the Los Angeles office of Business Men's Assurance to succeed the late T. R. Dann, formerly with the company in Seattle. He has been an outstanding producer, and during the past year has assisted Manager C. W. Rogers in the development of business in western Washington.

Before joining B.M.A. in 1931 he was president of Corwin D. Smith & Co., in the investment field. His particular interest has been in the sale of business and corporation insurance.

actuary in 1929. He also is a fellow of the Actuarial Society and a fellow and vice-president of the American Institute of Actuaries.

Mr. Conroy practiced law in New York City for a number of years. He joined the company as assistant solicitor and has worked actively with its bond department on legal problems affecting investments.

Heller Started as Messenger

Mr. Heller joined Prudential in 1918, starting as a messenger, and after clerical duties in the bookkeeping and ordinary claim department was promoted in 1926 to assistant manager of ordinary claims. Then he served in like capacity in ordinary disability claims and claim adjustment. He was appointed a supervisor in 1939.

Mr. Stewart became a member of the ordinary mathematical department staff in 1925. He was made a supervisor in 1941, after having served as actuarial clerk, assistant mathematician and assistant supervisor.

Mr. McCabe's 22 years with the company have been with the ordinary policy department, register and photograph and ordinary claims, as clerk, approver, supervising approver and assistant manager.

To Issue "Finding of Death" 12 Months After Missing in Action and Hope Gone

The four branches of the armed forces hereafter, in addition to issuing a certificate of death will issue a "finding of death" where there is a presumption of death after the man is missing in action for 12 months and where the known facts preclude any possibility of his being alive. The decision was made by representatives of the armed forces and the war claims liaison committee of the International Claim Association.

Life of Va. on Staggered Hours

Life of Virginia has adopted the staggered-hour program, closing at 4:15 p. m. instead of 4:30 as heretofore, but continuing the usual starting hour of 8:30. The lunch period will be cut from 45 to 30 minutes.

Menigococcus Meningitis Increase

A sharp increase in menigococcus meningitis is reported by the U. S. Public Health Service, 2,272 cases being reported for the four weeks ending March 27 compared to 1,677 cases in the preceding four weeks. The

March total was seven times that for corresponding period in 1942 and 11 times the 1938-42 median. During the week ending April 10 there were 606 cases reported compared to 112 in the same period last year.

Stephen Foster on Circuit

Stephen M. Foster, economic adviser for New York Life, will speak at Wichita, May 17, Kansas City, May 18 and Omaha May 20. He will be accompanied by O. R. Carter, superintendent of agencies and Dick Oliver, assistant vice-president of St. Louis, Mo. Each of these offices has concluded a successful spring round-up campaign.

A. D. Dulaney, assistant insurance commissioner of Arkansas, suffered a heart attack and has been confined to his home in Little Rock.

Business Men's Assurance has two women in the Spars. Miss Virginia Hibbler, secretary to I. H. Wagner, controller, and Miss Rosemary Eggleston, accounting department, have left to commence training at Hunter College, New York.



GOING - - - - - UP!

Minnesota Mutual's examined and paid business was approximately three million dollars more than last year for the first quarter of 1942. Assuming that the experience here in the States parallels that of Canada, the production of new business should continue to increase from this point on and the per capita production of the men remaining in the business should be an increasingly satisfactory figure. Are you making the most of the opportunity?

A Quarter Billion Dollar Mutual Company, 63 years old, with an understanding, cooperative Home Office.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul, Minnesota

Pick Ward as N. Y. City President

D. H. Ward, leading producer of the C. B. Knight agency of Union Central, has been nominated for the presidency of the New York City Life Underwriters Association. During the past year, he has served as administrative vice-president and has been one of the most active executives over a long period of years. Mr. Ward comes from a distinguished insurance family. His father, J. Carlton Ward, was a leading agent of the Northwestern Mutual for many years and later a general agent of Prudential. J. Carlton Ward was president of the New York Life Underwriters Association of New York in 1905.

Following two years of study at Cornell, Mr. Ward transferred to Columbia from which he received his B. S. degree. During his college years, through the summer months, he sold life insurance. He entered the ordinary department of the Prudential following his graduation. After spending five years with the Prudential he transferred to the Union Central.

Has Prominent Policyholders

Mr. Ward was brought up by his father to seek business from strangers and he straight-canvassed for years. Among his policyholders are some 300 professors at Columbia, many of them nationally known. His policyholders also include a justice of the United States Supreme Court as well as five members of President Roosevelt's official family.

Mr. Ward's average production has been between \$500,000 and \$800,000. He has been a member of the Union Central \$500,000 Club almost continually since its inception and in 1941 was a member of the Million Dollar Round Table.

Additional officers selected were George P. Shoemaker, general agent Provident Mutual, for administrative vice-president; P. A. Collins, manager Metropolitan Life, public relations vice-president; Paul Orr, Jr., assistant manager of Myer agency of Mutual Life, educational vice-president, and Ben Hyde, general agent Penn Mutual, treasurer.

Those selected for directors are Harold W. Baird, Northwestern Mutual; H. N. Kuesel, Phoenix Mutual; Mrs. Leonora Licht, Equitable Society; L. L. Lifshay; New York Life; Harold A. Loewenstein, Mutual Benefit; John T. Powers, Prudential; Henry F. Silver, Travelers; Robert B. Skillings, Home Life; E. H. White, Aetna Life.

The election will take place June 10.

Zimmerman Headed for War Zone; Feted in Chicago

Lieut. Commander Charles J. Zimmerman, who has been located with the navy in Boston, is heading for the West Coast and the war zone. He was in Chicago Thursday and he was guest of honor at a luncheon that day, the host being Henry C. Hunkin, general agent of the Charles J. Zimmerman agency of Connecticut Mutual Life in Chicago. It so happened that President James Lee Loomis and Vice-president Vincent Coffin were in Chicago that day and were able to attend the luncheon. They made the trip to participate in the dinner of the James G. Hill agency of Chicago at which the award was made to the Hill agency for having made the most outstanding record among Connecticut Mutual agencies last year in point of organization work.



D. H. Ward

Prudential Cuts Extra Mercantile Marine, Foreign Travel Premium

Prudential has reduced from \$90 to \$50 per thousand per annum the extra premium for mercantile marine service.

Also reduced are the extra premiums for civilian travel and residence outside the home areas. For instance the Alaska and Canal Zone extra is \$10 as compared with \$15-\$25 extra formerly. For Hawaii the extra is now \$15, it was \$15-\$25. Greenland and Newfoundland now take a \$10 extra as contrasted with \$20-\$35 in the past. Iceland takes \$20, formerly \$20-\$35. Other new extras, all representing reductions are: Great Britain and Ireland \$20; unoccupied Europe, North Africa and Egypt, near East, India and China, Russia and northern Australia \$25; central and southern Africa, southern Australia and New Zealand \$15.

Applicants going to the Canal Zone, Central and South America, Bermuda, the West Indies, Hawaii, Greenland and Alaska (except bases on the Aleutian Islands) may be accepted with the usual war and aviation clause containing a two-year civilian limitation instead of requiring the payment of the extra premiums.

III. Bankers Life Is Not Affected by Litigation

Illinois Bankers Life as a company is affected in no way by the trial that got under way before Circuit Judge Miner in Chicago Tuesday against the estates of Hugh T. Martin, William H. Woods and Arthur T. Sawyer. Martin, Woods and Sawyer were executives of Illinois Bankers Life and of the predecessor assessment company, Martin being the capital figure. The suits seek to recover from these three estates the stock of Illinois Bankers in behalf of policyholders of the old assessment company and in addition about \$800,000 from the estates. There are some intervenors. The company itself is making certain claims against the estates and then there is an intervening petition in behalf of policyholders of the present company.

Vernon Loucks is attorney for the policyholders of the old company. The Martin estate is represented by Attorneys Brewer & Farrell, James W. Milne and West & Eckert; the Sawyer estate by Ralph Potter and F. W. Fitzgerald of Springfield; the Woods estate by David Kadyk, John W. Leedle; policyholders of the present company by Clarence J. Bassler and the company by E. R. Johnston.

Illinois Bankers Life in 1942 enjoyed the best year in its history and the litigation does not menace the position of the company in any way and the claimants have no desire to damage it. On the contrary they have a vital interest in the well being of Illinois Bankers. The trial is expected to last several weeks.

Mr. Loucks is undertaking to show that Mr. Martin by a series of circuitous operations got control of the new company with money from the coffers of the assessment company. Mr. Loucks introduced a deposition of John P. Nichol who is now in the navy. This statement described how Martin collected \$430,000 in 1929 from the old company by way of reinsurance commissions, etc., and how this money passed briefly through the hands of Mr. Nichol.

Mr. Martin died in November of 1941 and Messrs. Woods and Sawyer died in July of 1942.

Andersen Peoria President

Norman E. Andersen, general agent of Mutual Benefit Life, was named president of the general agents and managers division of the Life Underwriters Association of Peoria, Ill., succeeding E. R. Lehman, Metropolitan Life.

A. J. Ballard New Head of San Antonio Association

New officers elected by the San Antonio Association of Life Underwriters are: A. J. Ballard, Minnesota Mutual Life, president; W. E. Vincent, Southern Life & Health, vice president; Miss Leone Skelton, Republic National Life, secretary; Tom N. Moody, Amicable Life, treasurer. New directors are: Lloyd Silberberger, Connecticut Mutual Life; Leland McCuer, New England Mutual Life; C. P. Reed, Pacific Mutual Life, and Henry Safford, Great Southern Life.

Members of the association who have qualified for membership in the Texas Leaders Round Table were honor guests. They are A. J. Ballard and R. L. Bowman, Minnesota Mutual; T. J. Bruner, Travelers; Frank B. Falkstein, Aetna Life; Leland McCluer, New England Life; W. P. Fogarty, Jefferson Standard Life; J. I. Jordan, Amicable Life; J. C. Nigrelle, Great Southern Life; Bruce Veazey, Indianapolis Life.

Speaking briefly concerning the factors in their success, the members of the group developed the importance of seeing people, making a clear non-technical presentation of the services of life

insurance, remaining silent long enough for the prospect to think his problem through, and the importance of service to policy owners which makes them friends and a valuable source of new business. The speakers estimated that from 60 to 80% of their business originates with or through policy-owners.

Hear Talk on Phone Technique

The General Agents & Managers Association of Northern New Jersey will hold a luncheon meeting in Newark, May 14. Carroll Travis will talk on "Telephone Technique."

Life of Va. Takes \$11,000,000

Life of Virginia subscribed \$11,000,000 in the second war loan drive. Its allotment to Richmond was \$7,500,000, which was close to one-third of the city's quota of \$25,000,000.

Tebbetts on N. E. Mutual Board

Walter Tebbetts, vice-president of New England Mutual, has been elected a director to take the place of Vice-president Reginald Foster, who has resigned as a director, due to the condition of his health.



"JUST ONE INQUIRING LETTER BROUGHT INFORMATION WORTH A GOLD MINE TO ME. YOU KNOW, GEORGE, THE OPPORTUNITIES IT REVEALED MAKE LARGER SALES AND GREATER EARNINGS A REALITY. WITH THE OHIO NATIONAL FIELD HELPS, YOU TOO CAN EASILY INCREASE YOUR PRODUCTION AND INCOME. WHY NOT WRITE RAY HODGES, SUPERINTENDENT OF AGENCIES AT THE OHIO NATIONAL LIFE INSURANCE COMPANY, CINCINNATI, TODAY, AND ASK HIM TO TELL YOU ABOUT THEM?"

Mutual Life Plans to Humanize Its Correspondence

As part of its public relations program, the Mutual Life of New York has engaged a firm of correspondence experts to provide a course of instruction for all letter-writers in the company, on ways of further simplifying and humanizing their letters.

C. B. Reeves, assistant to the president, said the program had been undertaken because of findings on certain opinion surveys recently conducted by Mutual Life among its policyholders and the general public. These studies, Mr. Reeves stated, indicated that the average person did not understand many of the terms and phrases customarily used



C. B. REEVES



★ WANT TO OPEN THE MORNING MAIL WITH ME? IT WAS FUN....

264 orders for the just-announced pension trust manual with its step-by-step guidance for the pension trust sale, proving Louis Grimm's statement that alert underwriters are preparing themselves to service today's cheapest dollar — the corporation dollar.

Orders for 543 "Ten Reasons Why Life Insurance Is the Best War-time Investment," the booklet accompanying May Management Plans.

A request from Camp Knight, Oakland, California, for 10,000 copies of the "Financial Manual for the Man Entering the Service" and another from the 99th Infantry Division for enough for all the men.

* * *

The interest in the "Financial Manual" among servicemen is certainly widespread. Field men using it say it is always deeply appreciated and carefully kept — no better way of getting your name before tomorrow's best prospects. It is proving even more valuable as an interview-getter. If you haven't seen a copy, let us know.

R&L
PAUL SPEICHER
Managing Editor
**THE INSURANCE
RESEARCH & REVIEW SERVICE**
INDIANAPOLIS

by life companies in their letters and other communications. This lack of understanding, he said, was found to cause public annoyance, suspicion and sometimes actual ill will.

Mr. Reeves also said that the possible further shortage of manpower was another reason for the decision to improve, if possible, the efficiency of its correspondence methods.

Scope of the Program

The correspondence program now under way includes interviews with department heads to determine the correspondence problems of each department; a review of all recent letters; group discussions with those who dictate letters in each department; establishment of a system of time-records on the flow of correspondence; a course of lectures for those who write letters, and separate lectures for the stenographic group; preparation of a complete correspondence manual for continued use by all members of the organization; and the establishment of a system for periodic review and discussion of letters.

Duel Confirmed Unanimously

The Wisconsin senate by unanimous vote, confirmed the appointment of Morvin Duel as insurance commissioner to succeed himself for the term ending June 30, 1947.

The vote indicates the esteem in which Mr. Duel is held.

W. C. Brown Colonial Actuary

W. C. Brown, formerly of the actuarial department of the Canadian head office of Prudential of Great Britain, has been appointed mathematician of Colonial Life of Jersey City.

Metropolitan N. E. Changes

C. B. Collins, who has been Metropolitan manager at Danbury, Conn., has been named manager at Lowell, Mass. P. F. Heron, formerly manager at Webster, Mass., becomes manager of a district in Cambridge, Mass. H. J. Halilsey, who has been a field training instructor in New England, is the new manager at Webster.

Debit Men in Potato Patch

The fact that E. W. King, district manager at Tampa for Gulf Life and 19 of his men devoted an entire day without pay to digging 1,000 bushels of potatoes, on a farm near Ruskin won newspaper headlines in Tampa.

NEWS BRIEFS

Chas. B. H. Loenthal of Nashville has completed 520 weeks of consecutive production for the E. T. Proctor agency of Northwestern Mutual. During those 10 years he has paid for \$2,823,000 on 561 lives.

Harry Failing, advertising director of the "Oregon Journal," spoke before the Life Managers Association of Portland, Ore., outlining the heavy increase in Oregon payrolls the past year.

T. M. Riehle, of Equitable Society, New York City, and president of J. M. Riehle & Co., insurance brokers, has been elected chairman of the insurance committee of the New York state chamber of commerce, succeeding W. H. Koop, president Great American Fire. Mr. Riehle was president of the National Association of Life Underwriters for two terms.

W. T. Grant, president of Business Men's Assurance, while on a trip east to attend the meeting of the U. S. Chamber of Commerce, of whose insurance committee and of the insurance committee's sub-committee on social security he is a member, with Mrs. Grant they visited their son, Lieut. William D. Grant, who is with the Navy at Lakehurst, N. J., and their daughter, Mrs. F. Douglas Williams, at Arlington, Va.

Elmo F. Hord, Franklin Life general agent in western Missouri, has completed 16 years of regular app-a-week club membership.

Set Half Billion Goal for Jeff. Standard for '43

The managers and general agents of Jefferson Standard Life held a two-day meeting in the home office, devoted to selling life insurance under today's conditions.

The meeting was under the direction of Vice-president Ralph C. Price, Agency Manager M. A. White, and Assistant Agency Manager Karl Ljung.

The subject of pension trust was discussed by J. T. Comer, Gastonia, N. C., who was the 1942 leader in paid business; D. E. Buckner, associate actuary; A. Z. F. Wood, attorney, and J. E. Chance, Wheeling, W. Va.

Appearing on the program devoted to recruiting, markets, and reaching the market were: N. E. York, Tulsa; George Allen, Huntington; W. H. Andrews, Jr., Greensboro; Henry Coutret, Houston; M. A. Rosoff, Philadelphia; T. B. Dameron, Goldsboro; Elbert Reeves, Atlanta; Grover Monroe, Topeka; Felix Hargis, Fort Worth; R. M. White, Dallas; Frank Clement, Roanoke; Walter Sebastian, Lexington; J. A. Webster, Savannah; Mary R. Taylor, agency secretary, and Paul Speicher, R. & R. Service.

President Julian Price announced that on May 1 insurance in force was \$480,000,000. Managers and general agents agreed to stage a drive to reach the \$500,000,000 mark by the end of 1943.

Tackle Agency Compensation at New York Pow-Wow

NEW YORK—Although no action was taken, participants in the joint meeting here of committees on agency compensation of the New York City Life Managers Association and Sales Research Bureau left with a feeling of encouragement at the progress that was made in solving the problem not only for the immediate future but for the post war period with the view of bringing agents now in the armed forces back into the business. Another joint meeting will be held in June.

Johannsen N. Y. Chairman

The New York managers committee is headed by A. J. Johannsen, Northwestern Mutual. Company and bureau men participating included Claris Adams, Ohio State; W. M. Anderson, North American of Canada; Dudley Dowell, New York Life; R. C. Guest, State Mutual; F. H. Haviland, Connecticut General; M. A. Linton and Henry Bossert, Jr., Provident Mutual; Richard Boissard, National Guardian, and J. M. Holcombe, Jr., and L. S. Morrison, Research Bureau. Harry T. Wright, Equitable Society, Chicago also attended.



It Was President's Month and They "Said It With Apps"

In March Commonwealth men "said it with applications" . . . and they weren't fooling. But, then, the incentive was a bit greater than usual for every application in March was a tribute from the field force to President Morton Boyd.

Commonwealth men recognize in their president an aggressive, agency-minded, cool-headed chief executive who is giving to Commonwealth management the spark that presages certain progress.

So, in March, a war-reduced field personnel rolled up its sleeves and produced \$3,010,628.00 of new placed and paid for business.

It's that kind of performance and teamwork that is characteristic of this company.

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME

Commonwealth
Life

MORTON BOYD, PRESIDENT

HOME OFFICE LOUISVILLE

RECORDS

Franklin Life—Received business for April showed a 69% gain over April, 1942. Issued business increased 46% and paid volume was up 18%. New business for the four-month period showed a gain of 17% over the same period of 1942.

Manhattan Life—In April, which was president's month, a goal of \$2,500,000 of examined business was established and the amount actually submitted totaled \$3,138,063. Paid-for business for April showed an increase of 35% over April, 1942. Insurance in force increased by over \$1,000,000, the total now being \$107,891,730.

Union Mutual Life—Paid business for April showed a 23% increase. The largest volume of new business in its 95 year history was produced during the annual April sales testimonial to President Rolland E. Irish.

Equitable Life of Iowa—A gain in April of \$826,084, or 19.6% with total paid volume of \$5,045,121, including \$1,847,930 annuities, is reported. April was Equitable's fifth successive gain month. Total business, including annuities, paid for since Jan. 1 is \$28,202,969, a gain of \$8,805,611, or 45.4%. Life insurance in force has been increased to a new high total of \$642,072,856.

The late Albert Rose, vice-president Hoey & Ellison, New York City, who died of a heart attack May 5, led in paid production in April with \$159,620. J. M. Utter, Seattle, paid for \$103,706 in April, and E. E. Hunter, Mason City, Ia., paid for \$96,250.

Leading agencies for the month were H. A. Hedges, Kansas City, \$524,687; Hoey & Ellison, New York City, \$306,485, and H. S. Bell, Seattle, \$292,594.

National Life of Vermont—A gain of 34.21% in new business in April was recorded. Premium payment defaults and lapses were at a low point. Insurance in force increased \$2,000,000 in April bringing the total to \$622,356,765, an all-time high.

Bankers Life of Iowa—Reports 23% gain in new paid-for life insurance in April as compared with 1942. The gain over last year was \$1,383,000 and the April total was \$5,895,000.

State Mutual Life—With a paid business gain in April of 38.45%, production for the four months exceeded by .76% the record for last year.

The tremendous January, 1942, paid volume started the agencies with nearly a 50% loss at the end of the first month this year, but February saw the loss for two months reduced to 29.10%, and March cut the first quarter deficit to 8.08%. May 10 was the second largest single day in submitted business this year.

Approximately 60% of agencies showed a gain for the month over the same month a year ago, with the Memphis agency moving into the lead for the year, and the Chicago Caperton office in first place for the month. Twenty-two of the 25 leading agencies have plus marks for the month.

Sales to women, which have shown large increases since the Security Pattern portfolio was introduced in February, continued their advance with a gain of 52.1%.

Persistency for the first quarter of 91.71 is the highest since records were kept beginning in 1926.

Business Men's Assurance—Reports a new record for April and a gain of 18% over the first four months of 1942. Manager Karl K. Krogue, Spokane, and Manager E. M. Ward, Portland, had new high records and seven other branch offices reported new highs for April. Business from first year organization exceeded that of last April by about 90%.

Social Security Plans Discussed

LOS ANGELES—"British and American Social Security Plans" was the theme of a panel discussion before

the Life Insurance Managers Association of Los Angeles. W. K. Murphy, general agent Northwestern Mutual Life, was leader, with Clark E. Bell, inspector of agencies, New York Life; James H. Cowler, general agent Provident Mutual, and Walter J. Stoessell, general agent National Life of Vermont, presented the facts.

Life Counsel Holds Forth in New York Session

(CONTINUED FROM PAGE 3)

suit is brought is free to apply its own state laws if the state court so chooses.

Hugh S. Campbell of Phoenix Mutual Life gave a valuable paper on "Some Aspects of the Landlord-Tenant-Mortgagee Relationship." He took up the basic problems of the right to receive rents as between mortgagor and mortgagee of leased premises upon the happening of a default and prior to foreclosure and the effect of foreclosure of a mortgage as terminating leases. He said that these problems are important today when so large a part of insurance company reserves is invested in mortgage loans and particularly in loans on property where leases are involved. He recalled that in 1925 the uniform mortgage act was being proposed but such a law has not been enacted and in the interim there has been an unparalleled real estate boom and an equally unparalleled depression during which latter period mortgagees encountered mortgagors "milking" properties on an extensive scale and tenants avoiding improvident leases by fair means or foul. Mr. Campbell proceeded to trace the development of certain legal principles having application to mortgage investments and to comment on certain practices. Among other things he recommended that from the mortgagee's standpoint it is advisable to have the lease precede the mortgage provided it does not contain objectionable terms or provisions prejudicial to the mortgagee's interests.

New Low Mark in Deaths

Provisional death rate figures issued by the Bureau of Census show that the 1942 rate was the lowest on record, being 10.3 per 1,000 compared to 10.5 in 1942, the previous low, 10.7 in 1940 and 10.6 in both 1939 and 1938.

Convention Dates

May 20-21, Home Office Life Underwriters Association, New York City, Hotel Pennsylvania.

May 26-27, Bureau of Personal Accident & Health Underwriters, New York City.

May 26, Industrial Insurers Conference, Atlanta, Henry Grady Hotel.

May 20-21, Actuarial Club of the Pacific, Los Angeles.

May 26, Canadian Life Agency Officers Section and Life Insurance Advertising Section, Toronto, Royal York Hotel.

May 27, Canadian Life Insurance Officers Association, Toronto, Royal York Hotel.

June 3-4, Health & Accident Underwriters Conference, Chicago, Edgewater Beach Hotel.

June 3-4, American Institute of Actuaries, Chicago, Edgewater Beach Hotel.

June 6-7, National Association of Insurance Commissioners, Boston, Statler Hotel.

June 10-11, National Association of Accident & Health Underwriters, Pittsburgh, Roosevelt Hotel.

June 15-16, Southern Round Table, Life Advertisers Association, Nashville, Tenn., Andrew Jackson Hotel.

June 22-24, Insurance Librarians, New York City, Hotel Pennsylvania.

Sept. 13-14, International Claim Association, Chicago, Edgewater Beach Hotel.

Sept. 13-16, National Association of Life Underwriters, Pittsburgh, William Penn Hotel.

Sept. 28-30, National Fraternal Congress, Cleveland, Hotel Cleveland.

Oct. 4-7, American Life Convention, Chicago, Edgewater Beach Hotel.

Oct. 7-8, Actuarial Society of America, New York City, Waldorf-Astoria Hotel.

Oct. 15-16, Institute of Home Office Underwriters, Chicago, Edgewater Beach Hotel.

How Ft. Wayne Insurance Men Aid War Industry

Both the fire and casualty agents and life insurance people of Ft. Wayne, Ind., are participating in the program whereby the business men of that city are taking part time jobs in war industries.

About six weeks ago the U. S. Employment Service sent out requests to several hundred men asking them to come in for interviews in regard to taking employment in the various war industries in the Ft. Wayne area. Most of these men were between the ages of 38 and 50 engaged in real estate, life and general insurance, attorneys, motion picture operators, banks, department stores, etc. Most of the men interviewed were interested in working four hours a day anywhere from one day a week to six days a week.

The management of most of the war industries were reluctant to engage in such a plan at that time. However a call came from the Casad ordnance plant about seven miles from Ft. Wayne for several hundred workers and since the Ft. Wayne Association of Insurance Agents was endeavoring to create interest in such a plan, that association was called upon first to furnish workers for two four-hour periods a week.

At the present time Lincoln National Life has about 75 men going out each week, the general fire and casualty insurance agents, brokers and adjusters, all of the banks have about 100 men

lined up for work each week and the real estate men, attorneys and other business houses are being organized. The Ft. Wayne Association of Insurance Agents is dividing up the schedule for its men so that some work in the morning, some in the afternoon and some in the evening.

The business men in Ft. Wayne felt that a program could be worked out whereby the war industries and the business men would both make some sacrifices in an effort to reach a satisfactory arrangement.

Give Lift in Milwaukee

In collaboration with the Federal Employment Office in Milwaukee, Northwestern Mutual Life canvassed its employees and determined that 168 including more than 100 women desired part time work in war plants. Ten men and 10 women already have been hired by the Milwaukee Stamping Company and Chain Belt Company. The personnel director at the stamping company has asked for more Northwestern Mutual people. An effort is made to make available those employees who reside near the plant. In addition about 100 Northwestern Mutual employees have found part time jobs with the company's consent in machine shops, stores and offices. Northwestern Mutual determines whether an individual is in condition to take on extra work. If his production at Northwestern Mutual is slowed he will be asked to cut down on the outside work or discontinue it.

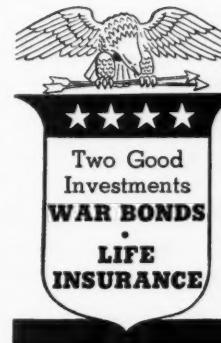


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CARBINE

This stubby, hard-hitting Carbine...replacing the pistol and increasing fire power of an Infantry Regiment 33%... is "One Of The Best" weapons our Fighting Yanks have.

Among insurance companies, Central Life...now in its 48th year...strong, well-managed... offering low cost protection to policyholders...also is recognized as "One Of The Best."



CENTRAL LIFE ASSURANCE SOCIETY

(Mutual)
Home Office
Des Moines

Procedure for Handling Death Claims Is Outlined

(CONTINUED FROM PAGE 2)

did not begin to send through reports on prisoners until late in 1942.

In the first world war, 25,905 men were reported as "missing" but when their status was determined more accurately later, 25% were found only to have become separated from their organizations; 16% were found to have been taken prisoner; 36% were either located wounded and in hospitals or their absence was classified in other categories; 19% were found dead as an established fact, and 4% were declared dead by presumption.

Mr. Fischbach said that so far experience indicates that companies will have about as many "missing" cases reported as "killed in action." The procedure is to advise Washington of the company's interest in the case and ask to be informed if and when a certificate of death is issued. Many persons originally reported as missing will subsequently be found alive, others will be reported dead, but on a large percentage of the "missing" cases the companies will be able to secure no information whatever for a long time and will have no choice but to hold the files open as possible claims and carry a reserve against the potential liability.

Companies Have Moral Duty

If a policy lapses in the meantime because premium payments are not provided for by some one for the insured, or if they are not protected by the soldiers and sailors civil relief act or by allotment of pay, there is a moral, though perhaps not a legal, obligation on the company to notify the allotment office of the proper department in Washington so that by authority of public law 490 an allotment order to pay the premiums may be made for the benefit of the missing man. Mr. Fischbach's own company's practice is to make an entry in a supplemental ledger of the "missing cases" when they are reported to the company so that it may keep track of them, and subsequently when it receives more information it either removes them and takes whatever action is necessary, or if death is reported, transfers them to the death claim register.

Fine Cooperation

An illustration of the cooperative attitude which prevails in the casualty reporting offices of the armed forces in Washington occurred early this year when there was a conference between them and representatives of the life companies. The February meeting coincided with meetings in New York of the executive committee of the International Claim Association and of the membership of the Eastern Life Claims Conference. The principal topic of discussion was public law 848. It was one of the obvious desires of the military officials, by explaining in detail the handling given these cases in Washington, to impress the insurance representatives with the acceptability of the certificate of "finding of death" as proof of death for the purpose of disposing of their death claims. Mr. Fischbach's opinion was that a finding of death made by the war or navy department on a service man who had been carried in the "missing" category for more than a year was based upon careful study of the facts of each particular case, and that the resulting decision to declare that the missing person should be presumed dead represented the considered judgment of competent men in possession of all the available information. The claim association passed a resolution stating that inasmuch as the armed services will now issue a "finding of death" certificate predicated upon careful consideration by competent officials of all presumptive evidence of death available to them, including confidential information not available to the public, it is recommended that the companies consider the claims on

the basis of such "finding of death" certificate. It is understood that the acceptance of any such recommendations shall in no way alter the present practice of the company in the consideration of the actual "official certificate of death."

Presumptive Deaths

Acceptance by the life companies of the designated date of death on these cases of presumptive findings was intensively discussed at the meeting, Mr. Fischbach said. Obviously it is impossible to make an exact determination of the date when any absentee is supposed to have died since if he is "missing" that precludes any knowledge of what happened to him. In some cases a rather good guess probably could be made, but adoption of such a practice would open the doors to controversy and uncertainty. The sponsors of the law reached the conclusion that during the "missing" period the absentee should be presumed to be alive unless information defeating that presumption is received and that all persons concerned should be given the benefit of the presumption of continuing life with all that goes with it in the way of pay, allowances, allotments, etc.; and if and when a finding of death is made, the only date which can be designated which will be consistent with that theory would be a date at or near the end of the "missing" period. The military officials felt that inasmuch as the beneficiary of the insurance policy would also be the dependent and allottee in most cases, a confusing situation resulting in a sort of double payment for the "missing" period would prevail if the insurance companies were to pay from the earlier date on the theory that the insured died at that time while, during the same period, the government continued pay and dependency benefits on the theory that life continues.

Reluctant to Use Later Date

The life insurance people were not too enthusiastic about acknowledging a willingness to accept a later date as the date of death, Mr. Fischbach said. There was talk of refunding premiums and of paying interest on the proceeds of a death claim for the period going back to the time when the insured was first reported missing. Claims under family income policies were discussed and it was apparent that in such cases the beneficiary would be deprived of at least 12 monthly payments if the company were to accept a later date. Mr. Fischbach said he thought the majority of the life companies would accept a later date but that if confronted with a case in which the insistence upon a later date would result in their being charged with attempting to short change the beneficiary by relying upon a fiction, they would probably accept the earlier date on that case if there were any facts at all to which to tie. This practice could probably be called discriminatory, he said, but in his opinion would be justified. This impression has since been confirmed by comments and opinions expressed by company representatives.

Company Practices

Mr. Fischbach queried 70 U. S. life companies on the handling of war death claims and closely related subjects, and 67 completed the questionnaires, testifying to the keen interest in the subject. The answers came from leading life companies representing a reliable cross section of opinion and practices.

The first two questions were: 1. In your handling of war death claims, is it your practice to accept as adequate proof of death—(a) Telegram to next-of-kin from war department? (b) Letter to next-of-kin from war department? (c) Certificate of death issued by war department based upon reported fact of death? (d) "Finding" of death issued by war department pursuant to public law 848 and based on presumption of death after insured is "missing in action" for more than one year? (e) If you re-

quire more proof than the above, what more? 2. In your requirement as to proof of death do you make any distinction between death occurring abroad and those in the U. S.? If so, what?

On ordinary life claims the companies rely, or plan to rely, upon the official certificate of death as adequate proof where the insured dies outside the continental limits of the United States and the known fact of death is so reported by the war or navy department, Mr. Fischbach said. They require additionally the claimant's statement completed by the beneficiary, but this is required on all cases. One large company makes settlement on the basis of the telegrams and the letter on all deaths within the United States.

Deaths in the U. S.

For settlements on death occurring in the United States, many companies apparently find it easier and quicker to dispose of claims if proofs are secured from civilian sources and thus, too, relieve the overworked offices in Washington. If a civilian doctor was on the case, he is asked to complete the usual form, or a certified copy of the death certificate is secured from the department of vital statistics of the state in which death occurred.

The third question was: If, in your requirement as to proof, you make any distinction as to branch of service, please explain. No company acknowledges any such distinction is made in its practice. However, a few indicated that they might be more apt to question the accuracy of a "finding" of death in one branch than in another, for example an aviator who is downed over enemy territory, or members of the crew of a torpedoed ship.

Securing Added Information

Question 4 asked, Under what circumstances would you order an inspection or endeavor by other means to secure information supplementing that furnished by the war department in connection with aviation exclusion rider, double indemnity claim, civilian employee, presumptive death case, etc.? Fifty companies indicated that in the United States they would ask for an inspection report. If the death is outside the U. S. they would seek more information from the war department, informing it of the coverage in question and asking for as much detail as the department would make available.

Question 5 was, On double indemnity claims under clauses which remain in force but which exclude the war hazard, what test do you apply to determine the question of liability? Of the companies 29 indicated they had not yet faced the problem or that their double indemnity provisions were all of the "status" variety and that they would therefore have no such claims. The other companies indicated that no liability is accepted if

Vows No \$1,000 Policies, Averages Around \$6,000

When E. A. Ellis, youngest general agent of Pacific Mutual, established his Los Angeles agency a year and a half ago, he vowed that the \$1,000 policy would have no place in his organization. So far not a single \$1,000 case has been submitted to the home office by the agency and the average sale has hovered around the \$6,000 mark. The Ellis agency is now over \$600,000 ahead of last year's corresponding production figure. Paid business to date is close to the total for the whole of 1942. Mr. Ellis has 14 agents.

insured while in military or naval service in time of war is killed by a hazard peculiar to such service or by a hazard to which he is exposed in the course of carrying out his duties, but that if the death occurs while the insured is on leave or furlough, or if it is a hazard to which civilians are similarly exposed, they would pay.

In the response to questions 6 and 7 dealing with the presumptive finding of death under public law 848, 43 companies disclosed they had had no such cases presented, and about 18 have had one or more each. Of those without such experience, 24 indicated they have not formulated a rule; 11 stated they would make settlement on the basis of the earlier date of death, that is the date as of which the insured was first reported missing. Twenty-five of the companies indicate they would accept the date in the "finding" issued by the war or navy department. Seven would consider each case on its merits, and these seven have had claims. They would take the earlier date if the report of the case gives anything definite enough upon which to base such a decision, the later date if facts are meager or lacking. Five of these seven companies are large ones. The answers indicated that consideration would be given by the companies to the effect their decisions would have upon the amount the beneficiary would receive. Nine of the 11 companies indicated they would refund premiums and three said they would pay interest on the proceeds from the earlier date.

INDEMNITY BOND

In response to question 8, 16 companies said they do not require that a beneficiary give a bond or indemnity agreement to protect the company in case the insured is not actually dead when the company pays a war death claim on which the proofs are somewhat meager, while 14 companies indicated that their regular procedure is to take a bond or indemnity or refund agreement or insist upon an installment plan of settlement so that the amount at risk will not be as large as the face of the policy for some time after settlement is made. A few of these 14 companies mentioned presumptive death and merchant marine casualties, yet included in the 14 also are only two of the companies which in response to question 6 said that they had had experience with presumptive death cases. The remaining 33 companies indicated they do not make a regular practice of taking an indemnity bond or refund agreement or of insisting upon a monthly payment settlement but indicate they either have done it or planned to do it if and when they are presented with a case which seems to require it. Most of the companies that mention indemnity bonds seem to be satisfied with either a personal surety bond or an agreement by the beneficiary to make restitution of the amount paid if the insured should turn up alive. Only one company mentioned a corporate surety bond.

Forty-eight companies treat members of the women's auxiliary organizations such as the WAACs and WAVES as being "in military or naval service in time of war." Only four companies unqualifiedly said that they treat members of the state guard organizations or state defense forces as being in such service. Twenty-one said unequivocally "no." Most of the remainder reserved the right to change from a qualified "no" to a "yes" in event the state guard is brought into full time service, federalized, or actually engaged in repelling an invasion, quelling a riot, or assisting in the handling of an emergency such as an air raid or bombardment. Some of the companies mentioned other civilian defense organizations, such as airplane spotters, civilian air patrol, and the like, and seemed to feel that insured that are members should be treated as civilians except while actually on duty under federal military command.

Mr. Fischbach indicated that as far as he is concerned he is inclined to go along with the prevailing practice of the

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OHIO STATE
LIFE INSURANCE CO.
Columbus, Ohio**

majority with respect to treating members of the state guard as not in military service. However, he questioned the apparently prevailing thought that in order for an organization to be a military one it must be federal. The conclusion of the companies is probably all right, but it could be better grounded in different reasoning or upon some additional consideration. Application of restrictive and exclusionary provisions to policies of life insurance should be limited to situations contemplated at the time the contracts were made, he said. Members of state guard organizations should be considered "in military service" only while on active duty, and no policy provisions which might operate to render permanently void any part of the policy contract should be considered applicable unless and until the particular organization of which the insured is a member is engaged in active duty for such a continuous and extended period as to justify the conclusion that the insured is no longer a civilian.

Settlement Agreement Study in Law Review

The current "Iowa Law Review" carries the second and final article on insurance settlement agreements by Orville F. Grahame, associate counsel of the Massachusetts Protective group of companies. The articles were accepted as a fellowship thesis by the Insurance Institute of America last year.

Mr. Grahame is one of the leading authorities on settlement agreements. With General Counsel Curtis Robinson of Guardian Life of New York, Mr. Grahame was attorney of record in the leading New York settlement agreement case of Latterman vs. Guardian Life, 280 N. Y. 102 (1939) and worked on the brief in the case before the United States Supreme Court which upheld certain settlement agreements as not inconsistent with the statute of wills (Mutual Benefit Life vs. Ellis, 125 F. (2d) 127 (C.A. 2d, 1942) cert. denied U. S. Sup. Ct., April 6, 1942).

The Ellis case involved the right of a primary beneficiary to designate who should receive the insurance after her death. This resulted in a contest on behalf of the insured's estate. Mr. Grahame ventures the opinion that court decisions might not always follow the Ellis case, since if the contest is between close family second takers and the estate, as in the Ellis case, the sympathy may well be with the second takers and the arrangement be upheld, but if the contest is between an outsider and a second taker named by the first beneficiary to disinherit the family, judicial sympathy may decree invalidity.

Regarding the rule against perpetuities, Mr. Grahame holds that the limitation of agreements in relation to time is sound practice not only because of uncertainties regarding interest, but also because it is difficult to locate heirs and to establish the identity of claimants after a generation. He also warns against misuse of spendthrift trust statutes, observing that "the insurance public and the insurance world should not misuse this protection or this courtesy and generosity in favor of beneficiaries might be curtailed. The life insurance agent should not be interested in programming any more insurance than is necessary for the reasonable maintenance and education of beneficiaries."

Nevertheless, Mr. Grahame feels that such agreements should be continued and developed along lines of conservatism and simplicity. He calls attention to the remarkable absence of litigation and complication despite the large volume of insurance settlement agreements.

Ill. Senate O.K.s Guertin Measure

The Illinois senate bill embodying the Guertin proposals for calculating reserves and determining non-forfeiture benefits has been reported out of the senate insurance committee favorably and is now at the third reading.

Metropolitan and CIO Sign Agreement Covering 2,000 N. Y. City Agents

NEW YORK—An agreement covering 2,000 industrial agents in greater New York has been signed by Metropolitan Life and Local 30 of the CIO industrial agents' union.

Negotiations were completed after hearings before a panel set up by the regional war labor board. All issues and disputes, with the exception of compensation were successfully ironed out between the company and the union outside of the war labor board hearings. A clause in the contract provides that the war labor board shall determine the amount of increased compensation to be given.

The agreement provides for union security, dues deduction, grievance machinery, arbitration of all disputes through an arbitrator to be appointed by the American Arbitration Association, paid vacations and recognition of seniority rights in promotions.

A clause in the contract gives agents leave of absence with pay for attendance at union conventions. One clause permits a leave of absence up to two years to any agent who wishes to take a full time position with the union.

Si Helfgott, vice-president of Local 30 and a Metropolitan agent, was one of those who signed the contract for the union. Charles G. Taylor, Jr., Metropolitan vice-president, signed for the company.

Honor E. L. Carson for 25 Years with Equitable

MILWAUKEE — E. L. Carson, agency manager of Equitable Society, was honored at a testimonial dinner by company representatives and members of his agency force, marking his 25th anniversary with the company. About 100 attended, including A. M. Embry,

general manager Kansas City; W. L. Gottschall, supervisor of agencies, and Agency Managers R. M. Ryan, Detroit; Lee Wandling, Des Moines; P. B. Hobbs and W. V. Woody, Chicago, and M. C. Nelson, Kansas City.

Starting in Wisconsin for Equitable 25 years ago, after about five years in life insurance, Mr. Carson in less than a year was appointed agency manager for the state. The Milwaukee agency has grown into one of the largest in the country and now has more than \$150,000,000 insurance in force in Wisconsin. He has been active in association work, serving as national committeeman, and also has been prominent in the Life Managers and General Agents Association of Milwaukee. He has been president of the Equitable Society "Old Guard."

E. W. Hoffman, leading producer in Wisconsin last year, was master of ceremonies. Several associates and out-of-town guests paid tribute to Mr. Carson's long and successful career with Equitable and his contribution to the life insurance business. He was presented a scroll signed by agents who qualified for attendance in a special sales campaign just concluded in his honor and resulting in production of \$1,500,000 new business. Mr. Carson also received a combination clock and barometer with a gold plate suitably inscribed. Among the well wishes received was a telegram from his son, Jack Carson, widely known screen and radio star of Hollywood.

Omaha Companies Set Record

Mutual Benefit Health & Accident of Omaha during its 34th anniversary campaign in April received 84,658 applications. This was the largest month in history, exceeding the previous best month which was April of 1942 by 12,001 applications. The affiliated United Benefit Life had new business in April of \$9,014,200, which was an increase of \$2,276,673 over April of last year.

Announcing ~ THE MODIFIED LIFE 3

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WITH
TOP COMMISSIONS**

WRITE IN CONFIDENCE TO
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MUTUAL SAVINGS
MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY
Life Insurance Company

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 Allen May, President

EDITORIAL COMMENT

The Anti-Trust Division Defines Commerce

It may be significant for the life insurance business that the federal anti-trust division's brief replying to the demurrer plea of the stock fire companies in the Atlanta prosecution bases its main argument on the contention that the business of fire insurance is interstate commerce and relies only secondarily on the several Supreme Court decisions holding that even purely intra-state non-commercial activities come within the federal commerce power if they "affect" interstate commerce.

Whatever argument might conceivably be made out for the idea that fire insurance "affects" interstate commerce would have no application whatever to life insurance. But in its unequivocal effort to prove that fire insurance is commerce the antitrust division is attempting to set up such a comprehensive definition of what constitutes commerce that, if upheld by the Supreme Court, it would seem to be so broad as to cover every branch of insurance, including life.

Quoting the Webster's dictionary definition of "commodity" as "an economic good," the government's brief maintains that the essential element in

the insurance business is not the execution or delivery of policies but rather "a course of dealing in the exchange of an economic good, intangible yet real, for a definite and valuable consideration. The issuance of policies in exchange for premiums does not constitute the business of an insurance company any more than the wrapping paper on a parcel of merchandise constitutes the business of the merchant who sells the goods."

The brief then goes on to state that "insurance companies maintain agents throughout the state and in foreign countries to sell to the public, for a stipulated price, a certain utility, a right to be indemnified upon the happening of a contingency, or in other words, an economic good. If insurance were not a utility of actual value, there would not be so many millions purchasing it."

Should the Supreme Court, when the Atlanta case finally reaches it, uphold this line of argument the anti-trust division would have succeeded in writing into the law a definition of commerce so far-reaching that it would undoubtedly include life insurance—and indeed almost every other type of activity known to man.

Office Reforms Instituted

Despite the many exasperations and dislocations that we have due to the war situation there are some valuable lessons to be learned. For instance, insurance offices have a very difficult problem to solve in the way of lessened manpower. Perhaps that is the most aggravating question now with offices. Therefore it has been necessary to make a study of the employment situation, the mechanics of offices, the way work is done, to see whether processes can be improved so that less labor will be needed. There is far

greater simplicity now than before.

Office managers and technicians are giving much study to office mechanics. They have discovered duplications, old time, outmoded methods, motions that need not be made, corners that can be cut, time that can be conserved. Altogether it is a wholesome process through which we are going because in prosperous times when work was plenty there was always the danger of waste and unnecessary tasks being assigned. This is a splendid time to modernize offices.

On Going Insane

Insurance is an economic good.

An economic good is a commodity.

Insurance is a commodity.

It was the possibility of just such a proposition as this confronting him some day that caused the Supreme Court justice intemperately to smack the little woman down when she suggested tossing Creighton on Logic and Fetter on Economics, dust covered since sophomore days, into the salvage collection. Perhaps he never cracked a book during his logics or his econom-

ics courses, but he will have to crack them now with Frank H. Elmore of the Department of Justice anti-trust division producing such syllogisms in his effort to make stick the federal grand jury indictment of the fire insurance companies in Atlanta on charges of violating the Sherman anti-trust law. And if the justice is as rusty on his formal logic and school book economics as is the editorial department of THE NATIONAL UNDERWRITER, he will be sure that the bad men from Detroit are

after him after excogitating for an hour or so on this one of Mr. Elmore's, and he is certain to be relieved that the summer vacation is approaching and the whole thing can be put back in the file until fall after he makes a few trips to his English and his Latin dictionaries.

If commodity is the singular and goods the plural, is one insurance a commodity and a lot of insurance, goods? Does a commodity have to be

good for you to be an economic good and if so is whisky a commodity? Is insurance whisky? A commodity, it says, includes everything movable that is bought and sold, except animals. Insurance is not an animal. A commodity is insurance. Original proposition, obverse. Converse. Obverted converse. Partial contrapositive. Full contrapositive. Partial inverse. Full inverse. Take him away. I'm all covered with blood.

PERSONAL SIDE OF THE BUSINESS

At the eighth district convention of Optimist International in St. Louis, Norman E. Andersen, Peoria, Ill., general agent of Mutual Benefit Life, was elected lieutenant governor of the district. Ben Bloch, agent of Equitable Life of Iowa in Peoria, was renamed a member of the international nominating committee.

Midland National Life of Watertown, S. D., salesmen are featuring Secretary and Treasurer F. L. Bramble during May. He is one of the veterans in the business, a man of fine traits and sturdy characteristics. The company has set \$1,000,000 of business for May as the goal. Mr. Bramble is a friend of the field men and has always gone to bat for them. His birthday anniversary is May 23. Therefore, May 22 is set aside as "Bramble Day."

Stratford Lee Morton, St. Louis general agent, has completed 35 years with Connecticut Mutual Life. Then a bank clerk in the Commonwealth Trust Company, Mr. Morton answered a newspaper advertisement of Connecticut Mutual and signed a contract. For the first six months he led his company in number of policies paid for and in 1910 and 1911 he led Connecticut Mutual in paid lives and volume. At the age of 23, in 1912, he was appointed general agent and has remained in that position ever since. In 1923 he was the first agent in the history of Connecticut Mutual ever to pay for a million dollars of personal business in any year. His production in that year was \$1,743,000. He is a past president of the General Agents & Managers Association of St. Louis. Fourteen men who received their first training from him are or have been general agents for Connecticut Mutual or other companies. Fifteen men in the Morton agency are now in the armed forces. He is prominent in civic affairs and holds official positions in a number of public endeavors.

Frederick A. Schnell, general agent at Peoria, Ill., for Penn Mutual Life, has been elected president of the Greater Peoria Community & War Fund.

John M. Sisk, agency supervisor for Bankers Life of Iowa and president of the Milwaukee Association of Life Underwriters, was publicized in the "Marquette Tribune" of Marquette University for the way in which he keeps in touch with hundreds of service men throughout the world. Mr. Sisk was a football star and track man at Marquette. He sends out 150 copies of the "Marquette Tribune" each week to service men, most of whom are former classmates of his at Marquette. In addition

Mr. Sisk writes personally to as many as he can and also sends to some the "Catholic Herald" and "Wauwatosa Times."

Charles T. Ballew, district manager at Kansas City for Guardian Life, has completed more than 800 weeks on the consecutive weekly honor roll. He has been with Guardian Life 15½ years and his total production has been about \$5,700,000.

Willard K. Wise, vice-president and manager of agencies Provident Mutual Life, visited Des Moines and Chicago this week.

Francis V. Keesling, president of West Coast Life, after attending the meeting of the Association of Life Insurance Counsel plans to stop in Washington to spend some time with his son, Lieut.-Col. F. V. Keesling, Jr., and family. He will also spend some time at the headquarters of the American Life Convention in Chicago before returning to San Francisco. Colonel Keesling has been in Washington since July, 1940, and is now chief liaison officer for selective service. He was counsel of West Coast Life in private life.

J. L. Lee, manager of Phoenix Mutual Life, has been elected treasurer of the Detroit Sales Managers Club. He also heads the Notre Dame Alumni Club there.

W. F. Ehret, America First state agent, Wichita, Kan., was named vice-president of the record breaking Wichita consistory class of 327 candidates at the reunion of Scottish Rite bodies there.

James E. Conklin, Equitable Society, Hutchinson, past president of the Kansas Life Underwriters Association, was named class orator.

J. E. Chance, Jefferson Standard Life, president of the Wheeling Underwriters Association, has been appointed general chairman of the West Virginia Lions Club "bomber campaign" committee to raise through war bond sales enough to purchase a \$350,000 bomber.

W. J. Boettger of the Omaha agency of Bankers Life of Nebraska, has made an outstanding record for the first quarter of 1943. He ranks fourth in personal production for the entire company and was nominated to the company's "Hall of Fame." He has been with Bankers Life for 13 years and has a consecutive weekly production record of more than \$15 weeks. He works almost exclusively among farmers. He is headed for his biggest year.

Lester Pick, manager of the Douglas Park district of Metropolitan Life, Chicago, was honored at a luncheon on his

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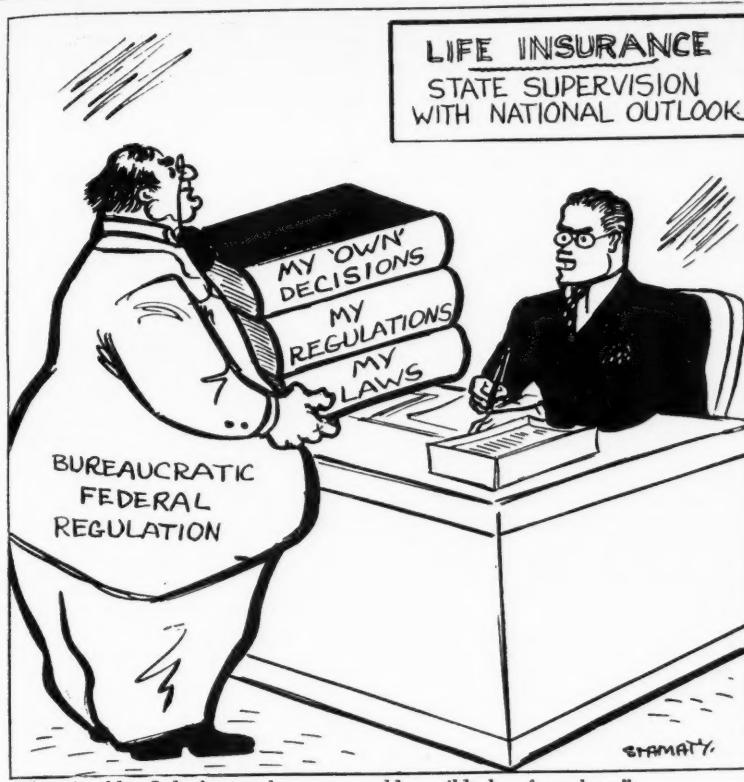
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SAN FRANCISCO OFFICE—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.



20th anniversary with the company and was presented a veterans' emblem and a wrist watch by the staff.

DEATHS

Isaac Pinkus, 77, retired general agent of Northwestern Mutual Life in Indianapolis, died there after a long illness. He was born in Tennessee and entered life insurance in that state. As a member of the firm of Wells & Pinkus at Memphis, he helped build the second largest district agency of the Northwestern Mutual in the country. He was sent to Indianapolis in 1909 as general agent. In three years his agency had taken the lead among all legal reserve companies in the state in production, except for two of the industrial companies. He was forced to retire from active business several years ago on account of failing health. Always interested in organization work, he was a past president of the Indianapolis Association of Life Underwriters. A brother, Victor E. Pinkus, is general agent of National Life of Vermont in Indianapolis.

Albert Rose, 46, vice-president of Hoey & Ellison Life Agency, Inc., New York City, died suddenly. He was in apparent good health Thursday and dropped dead that night from a heart attack. He had the distinction of writing more business for his company, Equitable of Iowa, in one year than any other one individual, having paid for \$5,865,106 in 1941. This was partly due to a pension trust he wrote for S. H. Kress & Co. He was one of the first specialists in pension trusts.

Mr. Rose became a full-time agent with Hoey & Ellison in 1937. He was the leading producer of the agency for the last two years and was president of the Presidents Club in 1942, and a member of that club for three years.

Robert E. McNeill, Live Oak, Fla., general agent of Franklin Life, died there following a brief illness.

J. H. Russell, 64, Salt Lake City manager of Metropolitan Life since 1919, died from a heart attack. He was a native of Scotland and came to the United States when a youth of 16. He was active in civic and religious affairs, and in 1902 filled a mission for the Latter Day Saints church to Scotland.

remaining in the mission field for two years. He was a past president of the Utah Life Managers' Association.

R. O. McCulloch, 79, with Mutual Life of Canada 35 years and its president for 14 years, died at Galt, Ont. In Toronto, where he practiced law for several years before going to Galt, he was a member of the board of governors of the University of Toronto and of the Conservatory of Music. He was an executive of several industrial corporations.

Whitaker Brodnax, 73, founder and since 1933 president of Universal Life & Accident of Dallas, died at Methodist Hospital in that city. He had been in ill health for several months and his condition was complicated by a fall a few days before his death. Mr. Brodnax was orphaned early in life and began making his own way at the age of 12. Before entering the insurance business he was a contractor and built the first penitentiary for Oklahoma when it was admitted to the Union.

Roy B. Naylor, a prominent Travelers agent at Wheeling, W. Va., and a past president of the Wheeling Life Underwriters Association, died of a heart attack.

Call Views Post-War Era

SAN FRANCISCO—In discussing postwar problems and planning before the governors' conference here, Asa V. Call, president Pacific Mutual Life pointed to the many difficulties ahead including the differences in opinion and the necessity of basing foreign policy on the will of people because of changes in political leadership. There are now over 3,400 different planning committees or agencies giving consideration to postwar problems, indicating the widespread differences in opinion.

The national debt problem will be tremendous and the only way to "bail ourselves out" after hostilities cease is through the system of free enterprise, Mr. Call declared. The problem is not hopeless but it must be faced realistically. Business initiative must not be destroyed by an overwhelming tax load. Government should be confined as near as possible to true government functions. People must be given an opportunity to develop the only asset which will be left—the determination to improve themselves, to create new products and to make and accumulate new assets and wealth.

NEWS OF THE COMPANIES

Supreme Liberty Life Shows Material Progress

Supreme Liberty Life of Chicago, well known Negro company, is now operating in 11 states, having entered Kansas and Indiana during the year. It has agencies in 42 cities. Supreme Liberty gained \$400,000 in assets and \$3,000,000 insurance in force during 1942. It now has insurance in force \$69,921,120, which it states is larger than any of the 50 Negro companies operating in the United States. Its assets are \$3,279,461. During the birthday campaign week in honor of President H. H. Pace, \$1,062,750 new business was written.

annually. Her highest paid-for production was in 1938 when she paid for \$918,000.

Miss Kuhn is a life member of the Women's Quarter-Million Dollar Round Table. She has been a frequent contributor to the insurance press, and has spoken at many company meetings and national conventions. She has specialized in programming and tax and business insurance, and her comments on these subjects have been used by various authorities.

Old Line's First Quarter Record

Insurance in force of Old Line Life of America increased to \$89,320,802 the first 1943 quarter. New paid for business was below that for the same period last year. Policy terminations, which were low a year ago, continued to decrease. Death as well as accident and health claims were markedly lower.

Admitted assets reached \$26,015,799 as of March 31, gaining \$379,913 to set a new high. With the recent \$1,000,000 subscription to the second war loan, government bond holdings now total \$5,006,766.

Bankers of Ia. Men Retire

Bankers Life of Iowa has announced the retirement of F. I. McGraw and H. Guy Roberts of the home office staff under its retirement plan. Mr. McGraw, underwriting secretary, has completed 25 years in that capacity. Mr. Roberts

Hermine Kuhn to Home Office of Manhattan Life

Hermine R. Kuhn has been named home office field assistant by Manhattan Life to assist in agency work, particularly in connection with plans for broadening activities in the women's market, and developing more extensive sales representation among women.

Miss Kuhn entered the business in 1930 as an agent of Equitable Society and remained with that company until she resigned to join Manhattan Life. She has been a consistently successful producer, her production in recent years averaging approximately \$700,000

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ANNUITIES • HOSPITALIZATION • GROUP • ALL-WAYS

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TO BE READ IN BED

We don't have to tell you that these are busy days for the Life Insurance Salesman. He could (and should) be on the go all day long.

Your clients need you as never before. There is no time to sit with your feet on the desk and read, even such a valuable publication as this. Save it until you get home. Read it in bed.

If you're reading this in working hours, put down your magazine and grab your hat. Some prospect may be "ripe" for an interview right now.

Shenandoah Life Insurance Co., Inc.
Roanoke, Virginia

has been with the investment department since 1925.

Dr. J. G. Falconer has been appointed medical referee of North American Life of Toronto. Dr. Eugene Montgomery has been appointed to the medical staff.

Fred East, manager of field service in the home office of the West Coast Life of San Francisco, has been granted a four months leave to indulge an ambition he has harbored for many years—to own and operate a country vacation resort on the Russian river in northern California.

R. H. Gardiner, president Fiduciary Trust Company of Boston, has been elected a director of Church Life to fill the vacancy caused by the death of Frank L. Polk. Allen Wardwell, a director, has been elected vice-president to fill another vacancy caused by Mr. Polk's death.

NEW YORK

MULLIGAN BROKERAGE HEAD

Frank J. Mulligan has been appointed brokerage manager of the R. F. Bierbaum agency of Mutual Benefit Life, which recently moved from the Woolworth building to the Bowery Savings Bank building, New York. He has been in the business 21 years and is a past president of the New York City Life Underwriters Association. He recently headed a committee to advise soldiers of the benefits of National Service Life Insurance and he created the sales methods that were used in camps.

The new offices of the Bierbaum agency are most pleasing. The big room has been eliminated and individual offices for one and two men are provided.

MRS. JOSEPH HEADS LEAGUE

Lillian L. Joseph, who was elected president of the New York City League of Life Insurance Women, succeeding Bertha M. Loheed, Fidelity Mutual, is a leading producer for Home Life of New York, consistently ranking among the first 10 leaders. She has qualified for membership in the President's Club since her entrance into the business 12 years ago.

Mrs. Joseph is a past chairman and life member of the Quarter Million Dollar Round Table. She was previously vice-president of the league and has served as chairman of a number of its committees.

Other officers elected are Dorothy Boond, New York Life; Mary Lancier, New York Life, and Mildred F. Stone, Mutual Benefit, vice-presidents; Helen Wolfsohn, Equitable Society, treasurer, and Fannie Harkavy, Equitable Society, secretary. They will be installed with Mrs. Joseph at a tea June 1.

G. W. SMITH WILL BE SPEAKER

G. W. Smith, president of New England Mutual, will address the Greater New York Life Managers Association May 20. A gavel will be presented H. A. Schmidt, New England Mutual, retiring president. G. P. Shoemaker, Provident Mutual, is in charge of reservations.

WANTED

Sales Promotion and Advertising assistant in midwest Life Insurance organization. Duties—help in preparation of bulletins and contest material; assist in editing house organ. An ideal spot for an ambitious young fellow who learned his theory out of textbooks and now wants to make practical application of it. Send full details including draft status. Reply R-82, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

LIFE AGENCY CHANGES

Harry Wood Joins Columbus Mutual

W. N. Stafford, Chicago, director of field operations in Illinois, Indiana and southern California for Columbus Mutual Life, announces the appointment of Harry E. Wood as associate director.



HARRY E. WOOD

He will assist in the operations in the central states area.

For 20 years Mr. Wood has been an outstanding agency man and producer of substantial volume of personal business with a high persistency rating. He

was born in Evansville, Ind., and educated in Kansas. His first activity in life insurance was manager of the policy issue department for the Illinois Life. He then went into personal production as general agent and maintained a membership in the Leaders Production Club. During this period he won the presidency as being the largest producer in the entire agency organization of the company.

Mr. Wood was then appointed as general agent for the Illinois Bankers Life, where he made a fine record as a personal producer maintaining a 90% persistency record. His agency work was so successful that he was promoted to agency manager of the Chicago office. In 1942 he received a further promotion doing agency work throughout the entire agency organization. Mr. Wood has had special success in directing production campaigns.

Mr. Wood has always enjoyed the personal friendship and good will of the men with whom he has been doing organization work.

On April 1 the Columbus Mutual Life opened attractive offices in suite 1714 of the One La Salle building, Chicago. From these headquarters agency operations will be directed in adjacent states.

In the 12 months previous to the opening of the office, the agency staff and production have increased 300%. However, at the present rate of production, the volume for this year should be ten times that of 1942. Mr. Wood will have his headquarters in the Chicago office.

Kimball Takes Richmond Post

A. F. Kimball, formerly with Confederation Life in Shanghai, China, and

in Detroit, has been named branch manager in Richmond of North America Assurance of that city. He succeeds St. George T. Grinnan, who is now on leave, serving as a lieutenant in the navy.

New Portland Manager for Provident Life of N. D.

Harry C. Krehbiel has been appointed manager at Portland, Ore., for Provident Life of Bismarck, N. D., taking



HARRY C. KREHBIEL

the place of W. L. Wills, who died recently. Mr. Krehbiel joined Provident Life a year ago as western superintendent of agencies. He had previously been in the life insurance business in Seattle and in Washington. He is a graduate of Bluffton College of Ohio and Washington State College. Before en-

Conn. Mutual Makes Far West Changes



E. H. DIECKHOFF



N. E. WILLIAMSON

Connecticut Mutual Life announces agency changes at Denver and San Francisco. Lt. William V. Power, now on active duty with the navy somewhere in the South Pacific, has resigned as general agent at San Francisco, and his successor will be Edward H. Dieckhoff, who has been general agent at Denver. The new general agent at Denver will be Norris E. Williamson, who has been a supervisor at Chicago.

Mr. Dieckhoff has made a fine record at Denver, where he has been general agent since 1936. Formerly, he was a supervisor at Milwaukee. In Denver, he was successful in advancing the ranking of the agency 30 places.

Mr. Williamson became associated with Connecticut Mutual in Chicago upon graduation from Dartmouth 17

years ago. He has been in supervisory work for the past two years with the James G. Hill agency. In 1941 he won the award given to the supervisor doing the outstanding job of the year. He has qualified for all company conventions since the first.

Walter Habenicht and Irving M. Pettis have been named supervisors in the J. G. Hill agency in Chicago.

Mr. Pettis, a graduate of the University of Illinois, has been with Connecticut Mutual since 1929 and has done an excellent job. Mr. Habenicht has been in the business 20 years and has an outstanding record as a producer. He became associated with the Hill agency in 1941 and specializes in business insurance and taxation. He is a graduate of Coe University.

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Here's How:

The Wisconsin National helps you to success and security. It offers a new and attractive life agency plan with a group of select and salable policies—diversified policies—Life, Accident and Health.

Or, you can boost your present income. The Wisconsin National has the policies that will secure increased income for you through new business as well as renewals. Your commissions will be most liberal, supplemented by prompt claim service.

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**WISCONSIN NATIONAL
LIFE INSURANCE COMPANY
OSHKOSH, WISCONSIN**

May 14, 1943

LIFE INSURANCE EDITION

15

tering the life insurance business he was a teacher.

Travelers Promotes Group Men; New Assistants

Six group department promotions are announced by Travelers. Theodore C. Setzer, assistant district group supervisor, St. Louis, has been appointed district group supervisor there. Henry G. Gauthier, group assistant at Detroit, has been appointed assistant district group supervisor with headquarters in Detroit.

In San Francisco, MacDougal MacAulay, group assistant, has been appointed assistant district group supervisor. William J. Persch, group assistant of the Newark branch, has been appointed assistant district group supervisor there. William Carlson and Norman K. Williams, group assistants of the 55 John Street, New York City branch, have been appointed district group supervisors there.

Three field assistants have been promoted to assistant managers: Weldon M. Mason, Dallas; Robert W. Mussehl, Toledo, and Howard H. Nelson, Omaha.

Schenke Agency Director at Wichita of N. Y. Life

H. W. Schenke, who has been agency director of the Missouri Clearing House branch of New York Life at St. Louis, has been promoted to agency director at Wichita. He succeeds M. F. Mulconery, who died April 21.

R. J. Gilbreath, agency organizer at Sioux City, Ia., has been appointed agency director there.

Earl H. Howbert, formerly of Kansas City, is now located in St. Louis in charge of educational work for the mid-west and southwestern departments.

New Danville General Agents

C. E. Cook and E. R. Pendygraft have been appointed general agents of Ohio State Life at Danville, Ky.

New Pacific Mutual Supervisors

Tom R. Simons has been appointed supervisor in the E. A. Ellis agency of Pacific Mutual Life in Los Angeles. He joined Pacific Mutual about 15 months ago. Arthur Lewis has been named supervisor in the Arthur E. Krause agency in Hollywood. He joined Pacific Mutual last September and qualified for the Big Tree Club in four months.

CHICAGO

Mooers Visits Chicago

Field Vice-president Samuel E. Mooers of Acacia Mutual Life was in Chicago this week. He arrived Saturday to consult with Manager Leland O. Nashem. On Monday there was an agency luncheon with Mr. Nashem presiding. This inaugurated a two weeks drive for new business. The agency shows a 32% increase in business in force this year. Mr. Nashem has added 12 new agents since he took charge. Since Feb. 1 the new business amounted to \$1,365,000.

The Chicago meeting was initiated to inspire enthusiasm for the campaign for \$500,000,000 of insurance in force to be a special tribute to President William Montgomery's 50th anniversary as head of the company. Mr. Nashem took charge of the Chicago office about six months ago and it ranks now second in point of production.

Mr. Mooers discussed the sales campaign that was devised and commented on some of the foremost agency problems. He had much to say in tribute to the Chicago office, Manager Nashem and the three assistants, Al Anderson, Lionel Martell and Harold Dollman.

New England Men Gather

George Willard Smith, president New England Mutual Life, who was in

Chicago, attended a meeting of the agents of the four offices in Chicago presided over by E. S. Fowler, E. B. Thurman, Julius H. Meyer and H. G. Swanson. General Agent A. L. Saltstein was present from Milwaukee. In the evening the five general agents were guests of President Smith at dinner.

President Smith announced there was a 30% gain in new business in April or \$10,805,000 as compared with \$8,187,000 in April of 1942. He announced that the H. G. Swanson agency in Chicago led the procession throughout the country in April.

BURKE WITH GUARANTEE MUTUAL

Vincent M. Burke, who for the past seven years has been agency supervisor with headquarters at the home office of Northwestern National Life, has joined Guarantee Mutual Life as associate general agent in the One North La Salle Street building, Chicago. Mr. Burke was in the agency business in Chicago for many years before going with Northwestern National and his family has maintained its residence at Evanston, Ill., right along. Mr. Burke desired to become established again in Chicago. He started in the business with Equitable Society and then was unit manager for the Heifetz agency of Mutual Life in Chicago.

WOMEN AGENTS EFFECTIVE

J. M. Royer, general agent Penn Mutual Life in Chicago, is getting good results from his women agents. Last year they produced one-third of his business. He has a hard working crew and they are making themselves felt in the organization. Mr. Royer in his neighborhood in Winnetka, Ill., has been making a personal canvass for the Red Cross. He was curious to find how the contributions ran. He concluded that money is available for life insurance if the target is hit. Many of his contributions ran up into the higher three figures. He thus concludes money is at hand. If agents get the idea that such is the case he states that they can sell insurance.

MANAGERS

Sales Setup Must Be Revamped, Says James A McLain

ST. LOUIS—In stressing the necessity for revamping sales methods to meet wartime conditions, James A. McLain, president Guardian Life, reported his company has lost 43.7% of its full time agents since October, 1940, before the St. Louis General Agents & Managers Association. Many of these men have gone into the armed services and war industries. Despite this reduction in manpower, Guardian Life's production last year was nearly as large as in 1940.

To keep its production up to par, Guardian Life adopted three plans, Mr. McLain explained. First, it decided to pay more attention to the training of the agents already under contract; secondly, it made a concerted effort to obtain more business from local agencies and brokers, and thirdly to obtain new agents from sources opened up by the war.

These steps have resulted in the following records for the first four months of 1943: Production for the average working day, including Saturdays, in February was 11.7% ahead of January, March was 7% above February while April recorded a 22.8% gain over March.

"What we lost through the falling off in our manpower must be made up by improving the value of what we have left," Mr. McLain emphasized. "An im-

portant step in this direction is the retraining of the older agents." He told how one agent who between 1936 and 1941 had averaged \$73,000 in new business annually wrote \$239,000 in 1942 and \$95,000 in the first four months of 1943. A second agent with an average of \$40,000 for 1939, 1940 and 1941 after special training increased his production to \$140,600 in 1942 and paid for \$71,000 the first quarter of 1943.

Local Agents Good Source

The cultivation of local agents has paid. The quality of business from local agents and brokers has compared favorably with that obtained from full-time agents. One such local agency between 1934 and 1941 had given Guardian from \$11,000 to \$61,000 each year. Since October, 1942, it has paid for \$163,000 of new business. Another local agency with an average of \$38,000 over a five-year period raised its production during the first quarter of 1943 to \$120,000.

Recruiting problems have been offset somewhat by war conditions making available trained salesmen forced out of other lines. It is easier to get a new recruit started right today since there is much more business readily obtainable.

Guardian Life has been giving some

attention to women agents. One woman agent wrote \$74,000 on 16 lives during her first four months on the job and in April paid for \$57,000.

Guardian has been urging general agents to write more personal business, since they do not have to devote as much time to training new recruits, etc., as formerly. Five general agents paid for \$616,000 during the first quarter compared with \$292,000 in the same period of 1942, without affecting agency production.

Adam Rosenthal, Acacia Mutual Life, association president, appointed a nominating committee headed by Fred T. Rensch, National Life of Vermont. The election will be held in June.

Detroit Group Pushes Bond Sales

The Associated Life General Agents & Managers of Detroit at the annual meeting voted to intensify war bond sales activities. The work is conducted through a committee headed by H. J. Krutsch, John Hancock, and H. A. Rife, Jr., New York Life. The committee has already installed payroll deduction plans in Wayne county that are yielding the government more than \$2,000,000 a week in bonds.

The new president of the association,

Character

Institutions, like individuals, have both reputation and character. While reputation may bring temporary success for an organization, character alone determines its ultimate well-being.

Character, in an institution, means high ideals unflinchingly pursued; willingness to do a bit more than the letter of the contract implies; knowledge that service is something more than sheer duty; tolerance toward human frailties, and belief that the rights of one terminate where another's begin; adherence to the eternal principle of fair play.

Reputation is what others think of us; character is what we really are. It is the philosopher's stone that transmutes the dull dross of business dealings into golden nuggets of friendship.

AMERICAN UNITED LIFE INSURANCE COMPANY
FOUNDED 1877 INDIANAPOLIS

Assets over \$57,000,000

The Atlantic Life Celebrates its 43rd Anniversary

This is the oldest Southern Company
writing ordinary legal-reserve life in-
surance exclusively.

ATLANTIC LIFE INSURANCE COMPANY



RICHMOND • VIRGINIA

A. P. Johnson of Great West Life, served for the past year as treasurer and has been a director for several years. He takes the place of J. B. Ames, Lincoln National Life. The new vice-president, J. W. Paige, Mutual Life, takes the place of Humphrey Marshall, Metropolitan Life. A. W. Greenfield, the new treasurer, is manager of General American Life. H. B. Thompson remains as secretary-counsel. Directors include the officers, E. P. Balkema, Northwestern National; C. A. Macauley, John Hancock, R. F. Schmid, Manufacturers Life, and Messrs. Ames and Marshall.

Williams at Joint Meeting

John P. Williams, educational director of the American College, addressed a joint meeting of the Oakland-East Bay Managers Association and the East Bay C. L. U. chapter May 11. He addressed the San Francisco chapter Monday.

Hughes to Talk on Group Plans

James Hughes, general contributory supervisor for Metropolitan Life, will speak at the meeting of the group supervisors division of the Chicago Association of Life Underwriters at a meeting May 24. Mr. Hughes will tell about his experiences in connection with enrollment of workers in group plans.

W. A. McDonald, assistant to the president of the Willys Overland Company, addressed the Toledo Life Managers Association Monday on "Willys Overland in the War."

C. L. U.

Buffalo C. L. U. Elects

W. Merle Smith, manager of Mutual Life, has been elected president of the Buffalo C. L. U. chapter, succeeding Stanley C. Collins. Vice-president is Harlan M. Walker; secretary-treasurer, Herbert G. Vogt.

Chicago Cram Sessions

Cram sessions for all four sections of the Chartered Life Underwriter examinations will be held for life agents in Chicago June 7-8 at 29 South LaSalle. George L. Grimm, supervisor of New England Mutual, and C.L.U. educational committee chairman, who conducts the C.L.U. course at Northwestern University, made the arrangements. Sessions for sections A and B will be held June 7 and for sections C and D June 8. Examinations on part A will be held June 9, on part B June 10, part C June 10 and parts D and E, June 11.

SALES MEETS

Occidental Parley in Oakland

Northern California agents and managers of Occidental Life held a three-day business and sales promotion conference in Oakland. The first two days were for agents and managers and the third was devoted to managers only, as home office executives discussed field problems from the managerial viewpoint.

Attending from the home office were: W. B. Stannard, division manager, and A. D. Anderson, superintendent of the accident and health department.

Nelson White in Newark

Nelson A. White, advertising manager of Provident Mutual Life, spoke at a one-day conference of the Gillis agency in Newark, at which plans for greater production were made.

Write Accident & Health Bulletins.
420 E. Fourth St., Cincinnati, for plans for increasing sales.

NEWS OF LIFE ASSOCIATIONS

Michigan Program Is Announced

LANSING, MICH.—Plans are virtually completed for the annual meeting of the Michigan Life Underwriters Association to be held in Pontiac May 21, according to Harold C. Brogan, Lansing, president.

Governor Kelly will speak at a joint luncheon with Pontiac service clubs. Commissioner Forbes will be the final morning speaker, climaxing the business meeting.

Main afternoon speakers will be Herbert A. Hedges, Kansas City, Mo., vice-president National association; Walter O. Mengel, vice-president Lincoln National Life, and Carl Forsythe, mayor of Ferndale, which has made an exceptional record in the sale of war bonds.

There will be a dramatized presentation entitled "A Planned Sale," arranged by Floyd McCartney, Lansing manager Equitable Society. Participants will include: Russel H. Moore, Lansing general agent Ohio National Life; H. Loree Harvey, Equitable of Iowa, Kalamazoo, former state president; Lantz Mackey, Home Life, Detroit; Ross Campbell, Canada Life, Pontiac.

Jerome S. Varon, Pontiac manager Metropolitan Life, is general chairman, assisted by Robert Zimmerman, Columbus Mutual Life.

Wis. State Meeting Set for June 5 in Oshkosh

OSHKOSH, WIS.—The annual meeting and sales congress of the Wisconsin Association of Life Underwriters will be held at the Hotel Rauf here June 5. Peter Zimmer, Prudential, is president of the state group. The Fox River Valley association will be host and will hold open house the evening preceding the meeting, Warren Coe, Penn Mutual, is general convention chairman.

A C. L. U. breakfast is scheduled for that morning. The previous afternoon the Wisconsin Quarter Million Dollar Round Table will hold an advanced underwriting clinic. Herbert J. Schwahn, Northwestern Mutual, Milwaukee, is president of the round table.

Agents Help Rochester, N. Y., Win First Treasury Flag for War Bond Promotion

ROCHESTER, N. Y.—The Rochester Life Underwriters Association is entitled to a large share of the credit for Rochester's being the first large city to win the Treasury's Minute Man Flag for the sale of war bonds. The Treasury offered these flags to cities of 100,000 or more population having at least 90% of the workers in at least 90% of the industrial and commercial establishments purchasing war bonds through payroll deduction plans.

Said Mayor S. B. Dicker in accepting the flag at the presentation ceremonies last week: "This is another first for Rochester and the Rochester Life Underwriters Association were the front-line troops in making this achievement possible."

Chairman of the association's committee was Philip O. Works, general agent of Penn Mutual Life. There were 200 agents in five divisions, which were headed by Glen Reem, general agent Guardian Life of New York; F. L. Mason, general agent of Travelers; G. Fraser Webster, general agent of Fidelity Mutual, Eugene Ging of Metropolitan Life, and Mr. Works. R. J. Katz of Massachusetts Mutual handled the publicity.

Treasury awards went to those agents who signed up a minimum of six firms which had 90 percent participating or

three firms which not only had 90 percent participating but which also were putting 10 percent of their total payroll into war bonds.

Los Angeles Caravan Stages San Francisco Meeting

SAN FRANCISCO—Plans have been completed for a three-hour intensive sales promotion session here May 15, conducted by the Los Angeles caravan committee and sponsored by the California Association of Life Underwriters. The occasion has been described as "Dividend Saturday" for the San Francisco association, which will elect officers at that time. President W. H. Brock, Jr., will welcome 80 new members as will Charles E. Cleeton, Occidental Life, Los Angeles, regional membership chairman of the National association.

Speakers will include Orlyn Robertson, district manager of Mutual Life in Orange county, on "Prestige Dividends;" Harold S. Parsons, Travelers, who paid for \$1,750,000 last year and has qualified for the Million Dollar Round Table for seven years, on "Work Habits;" Russell L. Ray, industrial agent of Prudential in Los Angeles, on "Selling the Whole Family;" Fred A. McMaster, Los Angeles manager of Ohio National Life, "Whom Do You Sell Life Insurance?" Fred Duckett, Northwestern Mutual, president of the Los Angeles association, discussing every day problems, and Henry W. Persons, Mutual Life, chairman of the Los Angeles caravan.

Later in the month the San Francisco caravan will go to Los Angeles to conduct a similar sales meeting.

Attractive Buffalo Program

An especially attractive program has been arranged for the sales congress of the Buffalo Life Underwriters Association Saturday of this week. The speakers include Harrison L. Amber, president of Berkshire Life; Carmel Snow, editor of "Harper's Bazaar"; J. Erwin Kitts, field training instructor Metropolitan Life, great eastern division; Cy T. Burg, general sales manager Iron Fireman. Morning and afternoon sessions will be held. Dean H. Taylor is general chairman of the committee.

Wheeling, W. Va., Gets Out Blotter

The Wheeling, W. Va., Life Underwriters Association is getting out specially designed association blotters carrying the names of all members, for distribution to business institutions and public buildings. Each member will be furnished a copy for his own use.

Announce Va. Congress Speakers

The program has been completed for the sales congress to be held in Rich-

mond May 22 by the Virginia Association of Life Underwriters. Speakers include Samuel D. Risley, superintendent of agencies Metropolitan Life, "Granite or Bronze"; J. Roger Hull, manager of agencies, Mutual Life of New York, "What Future Are We Building Today?"; James E. Rutherford, executive vice-president N.A.L.U., "Let's Face It."

The state association will hold its annual meeting. The Richmond association will be host.

Aiken Nominated in Pittsburgh

PITTSBURGH—Edward M. Aiken, Provident Mutual, has been nominated for president of the Pittsburgh Association of Life Underwriters, N. H. Weidner, Reliance Life, for first vice-president; L. Kent Babcock, Jr., second vice-president and Harold S. Brownlee, Equitable Life, Ia., treasurer. Nominations for directors are: One year terms, M. B. Cohill, Equitable Society, and R. A. McKean, Berkshire Life; three year terms, R. R. Dodson, General American Life; Barney Lipka, Prudential; W. L. McLain, Guardian Life; C. B. Metheny, Fidelity Mutual, and Erroll Ripley, Northwestern Mutual.

Abner Thorp, Jr., editor Diamond Life Bulletins, spoke on "Marketing Your Product Today."

Mrs. Meistroff Chicago Speaker

Berenice Meistroff, Guardian Life, Kansas City, will be guest speaker at meeting of the women's division of the Chicago Association of Life Underwriters May 21. Mrs. Meistroff, a life member of the Women's Quarter Million Dollar Round Table, will speak on "There's Fun in Selling." Hester B. Phelan, Equitable Society, chairman of the women's division, will preside.

Larson, Lloyd on Fla. Card

With Commissioner Larson of Florida and John A. Lloyd, vice-president of Union Central Life and former Ohio insurance superintendent, as headliners, the annual convention of the Florida Association of Life Underwriters is being held at Tampa Friday. Mr. Lloyd will speak in the morning on "Problems Facing Life Insurance Men in War Time." Mr. Larson will address the luncheon meeting. In the afternoon a talk will be given by Capt. Frank M. Moore, insurance officer third air force, and Sergt. Joseph Roy, who was awarded the distinguished flying cross and the 3-Oak cluster airman's medal. The business session and election will take place in the evening. Laurence Cooper of Jacksonville is state president. Thomas E. Gray of Tampa is one of the state vice-presidents and is president of the Tampa association which will act as host.

CINCINNATI—Harry Pressler, John Hancock; E. W. Simpson, Provident Mutual; R. F. Ives, Massachusetts Mutual; George Woodward, Equitable Society; H. F. Burch, Aetna Life, and E. C. Peebles,

WICHITA

—Dynamic Kansas Metropolis—center of aircraft manufacturing, wholesale distribution, milling, meat packing and oil refining. An unsurpassed opportunity for YOU if you can qualify as a General Agent.

B. T. Kamins, Agency Director

CORDIAL REINSURANCE SERVICE
Life Substandard Accident Disability

R. E. Button, Reinsurance Secretary

Alliance Life
Insurance Company
750 N. MICHIGAN AVE., CHICAGO



Northwestern Mutual, have been elected to the nominating committee. They will submit two complete tickets of officers and directors for the election June 16.

M. Albert Linton, president Provident Mutual, will speak on "The Beveridge Plan" at the May 14 meeting.

Baltimore—Commissioner Gontrum of Maryland will speak May 14. He will discuss new insurance legislation passed and will explain the insurance commissioners' new mortality table.

Milwaukee—Waller Carson, New York Life agent, will speak on "Corporation Insurance—Prospecting and Selling" May 20. The election will be held next month.

San Francisco—Miss Eva Pearsall, Aetna Life, discussed "Building the Strength to Close" based on a chapter of the book, "Life Insurance Underwriting as a Career for Women," written by Sis Hoffman, at a meeting of the women's committee. The discussion also included expressions of what a life insurance career meant to each of those present.

St. Paul—James A McLain, president of Guardian Life, addressed the May 10 luncheon meeting.

Mr. McLain told how the war has changed the mortgage loan picture of life companies.

"Our company never did make loans on block apartments such as are common in Philadelphia and Baltimore," he said. "Yet the needs of war housing made it imperative that we make loans on new buildings in those two cities."

Mr. McLain's visit was a sort of homecoming, as he started his life insurance career as a green agent in Minneapolis in 1915.

Missouri—Adam Rosenthal, St. Louis general agent Acacia Mutual, has been named secretary of the Missouri association to fill out the unexpired term of M. M. McKenney, St. Joseph, Mo., agency director of New York Life who has joined the navy.

Springfield, Ill.—Frank Vesser, manager Reliance Life and president of the Missouri association; Adam Rosenthal, general agent Acacia Mutual; Ralph Fischer, Northwestern Mutual; Dorothy Bardwell, Reliance Life, and Stanley Stuart, district manager Great-West Life, all of St. Louis, spoke.

St. Louis—Some 1,000 soldiers, sailors and marines will be the guests of the St. Louis association and the General Agents & Managers Association of St. Louis on a boat ride aboard the steamer "Admiral" June 11.

Iowa—Paul Speicher, R. & R. Service, will speak at the annual dinner of the Iowa association June 11 at the conclu-

sion of the annual meeting. The annual sales congress will be held the following day.

Eau Claire, Wis.—M. E. Lewis, superintendent of agencies of Bankers Life of Iowa, spoke on the mental attitude of life men in wartime and their part in the war effort. Walter Garness and Paul Cheigren were named delegates to the Wisconsin state convention at Oshkosh, June 4-5. President Garness awarded plaques to Metropolitan, New York Life and National Guardian Life agencies for having 100% membership.

Fort Dodge, Ia.—Carl A. Peterson, su-

perintendent of agencies of Northwestern

National, outlined present day opportuni-

ties as compared with those 30 years ago.

This meeting was in the nature of

a home coming for Mr. Peterson, as he

was one of the founders of the Fort

Dodge association in May, 1913.

Pittsburgh—Herbert H. Linn, manager

Prudential, addressed the supper meet-

ing Wednesday of the Washington, Pa.,

group on "Let's Close More Business."

Next Monday Robert E. McCreary, dis-

trict attorney of Beaver county, and C.

L. Archer of the gas rationing board

will address a dinner meeting at Beaver

Valley. On May 20, Harold S. Brownlee,

general agent of Equitable Life of Iowa,

will address a luncheon meeting at New-

castle on "Definiteness."

San Jose, Cal.—The San Francisco

caravan conducted a dinner session. It

included W. H. Brock, Jr., San Francisco

president; Gordon Coryell, Mutual Life;

Bernard Jaffe, Penn Mutual; E. T. Golden,

New York Life; Mrs. Gladys Sinnott, Fi-

dentity Mutual; H. K. Cassidy, Pacific

Life, president California association.

Corpus Christi, Tex.—New officers are:

Paul T. Engelhardt, Connecticut Mutual

Life, president; I. M. Alexander, Pacific

Mutual Life, vice-president; J. L. Anderson,

Capitol Life, secretary-treasurer.

W. V. Woollen, executive vice-president

of Capitol Life, discussed the problems

of the national income as related to in-

flation.

Peoria, Ill.—Ways to use the 1942 reve-

nue act to sell life insurance were dis-

cussed by Robert F. Spindell of the

Spindell-Millett Service, Chicago. The

meeting was sponsored by the Peoria

C. L. U. chapter.

Northern New Jersey—The directors have decided to omit the May meeting but will hold a big meeting June 10 in Newark, N. J., when there will be two outstanding speakers and officers will be elected.

Louisville—The annual sales congress is being held Friday. Speakers include R. A. Hilliard, Asheville, N. C., manager of Reliance Life; Paul Speicher, R. & R. Service; Adam Rosenthal, St. Louis manager of Acacia Mutual; E. B. Stevenson, vice-president of National Life & Accident, and Chester O. Fischer, vice-president of Massachusetts Mutual.

Austin, Tex.—These officers were elected: President, A. V. Knight, California-Western States Life, who filled the unexpired term of E. D. Nolen (re-elected); vice-president, George W. Chaney, Southwestern Life; secretary, Mrs. L. M. Wenberg, Great Southern Life; treasurer, Robert B. Mitchell, Southland Life.

A typical agency meeting was pre-sented by the Great National Life agency, R. N. Lewis, agency manager. It con-sisted of a study of the time schedule with regard to hours spent in the office, in the field making contacts, and selling interviews. A comparative study of two four-month periods was made. One period began with January and ran through April, the time in which income taxes and other taxes are regarded as a hindrance to the making of sales. The more favorable four months showed slightly better results, but the sales made and the value per hour for contacts made and for interviews classed as selling interviews proved that the great mental hazard is the agent's attitude. It also took up effective answering of objections.

Springfield, Mo.—New officers elected are: President, Paul Robb, Prudential; vice-presidents, Ancil Stone, General American, and E. E. Bullock, National Life & Accident; national committeeman, Jess Moore, Mutual Life.

Mr. Moore was appointed chairman to form committees to cooperate with the officers of the Missouri association in arranging for the state association meet-ing in Springfield in June or July.

Ray Lowry, Kansas City Life, was ap-pointed chairman of a committee to offer the services of the association to service men regarding their life insurance.

LEGAL RESERVE FRATERNALS

Guertin to Speak Before Fraternal Actuaries

A. N. Guertin, actuary of the New Jersey department and chairman of the commissioners' committee which prepared the non-forfeiture and valuation proposals which have now been enacted into law in a number of states, will be a speaker at the meeting of the Fraternal Actuarial Association at the Edgewater Beach Hotel in Chicago June 2, the day before the meeting of the American Institute of Actuaries. I. W. Smith, actuary of A.O.U.W. of North Dakota, Fargo, president of the association, is in charge of the program. Considerable time will be given to the Guertin proposals and their effect on fraternal societies.

Pittsburgh Victory Week Banquet

In his first appearance before a fraternal organization as Pennsylvania's insurance commissioner, Gregg L. Neel spoke at a victory banquet May 6 in Pittsburgh of more than 300 members of the Fraternal Societies of Greater Pittsburgh at which 62 organizations from western Pennsylvania were represented.

Proclamations were issued prior to the banquet by Governor Martin, Mr. Neel and Mayor Scully of Pittsburgh. The banquet marked National Fraternal Week.

Oscar A. Kottler, president of the Pennsylvania Fraternal Congress, urged societies to write a letter at least once a week to men and women in their organizations in the armed forces. Francis Tapich, Pittsburgh attorney and president of the Fraternal Societies of Greater Pittsburgh, said that in the first victory loan drive in December, 1942, purchases by Allegheny county fraternals totaled \$1,665,000, and in the second \$1,338,500.

Fraternal Week in Milwaukee

MILWAUKEE—More than 1,500 fraternalists attended the program at the municipal auditorium Friday night in celebration of Fraternal Week, sponsored by the Fraternal Life Underwriters of Milwaukee. Clement Henthorn, Fidelity Life, president of that group, was chairman; J. P. Michalski, Polish Association of America, was toastmaster, and Kenneth Sansom, state manager Maccabees, was in charge of publicity. Twenty fraternals participated. N. J. Williams, Equitable Reserve, president of the National Fraternal Congress, who was to have been the principal speaker, was unable to attend because of illness.

Ben Hur Convention

The program is completed for the Ben Hur Life Indiana state convention at Elkhart, Ind., May 20-22. W. E. Rider, national president, will give his address the afternoon of May 22. National Secretary P. O. Bowers and National

Treasurer Paul Stump will also speak at that time. The banquet will be held that evening. E. M. Hardy of South Bend is state chief.

The Ben Hur Life has purchased \$2,000,000 in the current issue of Victory bonds. President W. E. Rider said that the policy of the Ben Hur is to make purchases of these bonds in regular intervals.

Schmitt Elected in Va.

RICHMOND, VA.—J. Henry Schmitt, Virginia manager Aid Association for Lutherans, was elected president for the Virginia Fraternal Congress at the annual meeting here.

Liberalization of the Virginia law governing the writing of juvenile insurance by fraternals was recommended by Hill Montague, president Mutual Life Association of Richmond.

IN U. S. WAR SERVICE

Capt. Erskine W. Wells, marine corps, son of Major and Mrs. W. Calvin Wells of Jackson, Miss., has been awarded the navy cross for outstanding action at Guadalcanal. His father is vice-president and general counsel of Lamar Life.

Edgar M. Wilson of the home office agency of Ohio State Life has entered service, to report at Fort Hayes, Columbus.

Lieut. Charles M. Glass, former agent of Penn Mutual in Des Moines, is recovering from injuries sustained in a plane crash. He is with the ferry command at Long Beach, Cal., and was injured when his plane made a forced landing near Steubenville, O. He is in a hospital at Fairfield, O., and will be incapacitated for six or seven months.

Lieut. John Davies Stamm, son of Victor M. Stamm, Milwaukee general agent of Northwestern Mutual Life, has been named naval aide to former Ambassador Davies for the latter's forthcoming trip to Moscow. Lieut. Stamm, whose mother is a cousin of Mr. Davies, was the latter's private secretary in Moscow when he was ambassador.

Capt. William P. Tate, former actuary of the Kentucky department and later an executive of Kentucky Central Life & Accident, has assumed command of a training group at the Atlantic City basic training center of the army air force technical command.

Miss Louise Richey, formerly with Pacific Mutual Life, has become underwriter and claim manager of the George Neale agency of National Casualty in Los Angeles. She succeeds Miss Mary Mulvehill, who joins the Hoyt M. Leisure agency of Occidental Life in the accident and health department.

THE PRAETORIANS

Adult and Juvenile Policies on the Easy Monthly Payment Plan, giving one the opportunity to budget his Life Insurance protection along with his other monthly bills.

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Provides All Popular Forms of
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THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society
Bina West Miller Supreme President
Frances D. Partridge Supreme Secretary
Port Huron, Michigan

Parkinson Center of April Campaign (CONTINUED FROM PAGE 1)

endeavor. He presented a brochure to the president in which the leading features of the 1943 campaign were recorded.

President Parkinson referred to his experience before the T.N.E.C. when the "Par for Parkinson Month" was referred to in a sarcastic way by Prosecutor Gesell. The speaker stated that most contests in life insurance were productive of good and that in many lines of activity drives were now used to stimulate interest.

He told the agents that the business that was produced in April was not finished. The agents must continue to give service to the policyholders right along. He said that the Equitable can be counted on to deliver the goods and meet every obligation. The longer the time policies are in force the greater responsibility rests upon the company. He said that after all the greatest asset that a company has is the confidence of the people in life insurance and in the company in which they are insured. The same confidence is reposed in the agents who secured the applications.

Problem of Performance

The problem of performance, Mr. Parkinson said, has many factors. He referred to the painting of Grover Cleveland in the directors' room at the head office. He said that Mr. Cleveland served as trustee for the stockholders when it was decided to mutualize. He was acting for the policyholders. He said that the service he rendered had not lost its effect. Some of the directors that he brought on the board are still active members. The spirit of trusteeship and service to the policyholders and public, he said, permeates the directors' room and the entire company. He said that Mr. Cleveland's great work was the revival of the spirit in the board members for public service. He installed in the minds of the directors the importance of possessing the will and power to perform.

President Parkinson said that the power to perform so far as material things are concerned depends on the assets. He said, however, that the securities do not constitute all the assets of the company. The agency force, he said, makes a magnificent asset. The salesmen have been responsible for the 1,500,000 policyholders of the Equitable.

The financial power to perform, he acknowledged, rests on the investments. The directors and officers, he said, have a high regard for the sacred responsibility that rests on those who administer the trust. The obligation of such a trust, he said, is more than that ordinarily seen in the legal trust. The trustees are managers of a corporate fund and their responsibility goes beyond that of the legal limitations. In fact, they are not limited to the legal bounds of the ordinary trustee but there is a very pronounced trustee obligation of a larger nature. There is always, he said, the obligation of honesty. The policyholders look to the trustees to perform their duties in the right way and well.

Told About the Assets

The Equitable in recent years, he said, has purchased \$120,000,000 of utility bonds. The trustees looked into the utility field very carefully and many of

these bonds yielded 5%. Many have matured or had to be replaced by bonds of a lesser yield. The Equitable went into the industrial bond and mortgage field. The entrance to this field, President Parkinson acknowledged, was something of an experiment and was rather daring. However, he said that the situation had been very carefully and scientifically studied. The directors concluded that it was an investment opportunity that should not be overlooked and they were confident it was safe. Therefore, the company purchased many securities of this kind. He said that a billion dollars had been invested in securities of this character and there are \$400,000,000 still on the books. There has been no default. These securities were purchased on the private negotiation plan where the company took the entire issue.

Mr. Parkinson also took great pride in the company's investment in railway bonds. He said that the Equitable began purchasing first-class railroad securities when other companies were dumping them. The directors felt that the time had arrived when railroad bonds could be purchased with safety. Only the bonds of the higher grade railroads were purchased. He referred to one large company that sold its railroad securities and the Equitable purchased a large block of them. It invested something like \$300,000,000 in this line.

Present Assets and Surplus

As of April 30, he said the assets were \$3,025,000,000. That was an increase of 300% over 16 years ago. The surplus is \$200,000,000. In 1928 it was \$50,000,000 and in 1933, \$43,000,000. He made it plain that there had been no over valuation of any securities. He said that there had been a great change in the mechanics and opinion regarding the purchase of securities since he first started with the company. In days gone by when securities paid 5% or more there was a good margin and therefore the directors took chances. As he told it, "The Equitable has no dead horse nor no broken down Ford in its assets." Mortgages are valued at par.

He said that the real estate that it had acquired under foreclosure is being rapidly sold at a profit. Since the first of the year the real estate has earned 5.93%. The company has 2,000 farms remaining. He said that these farms had earned 8% net on the year ending March 31. The company, he said, has an eye to the future in the farm field and in other investment areas. He said that the policy of the board is to seek not the easiest but the best way of investment. He said that the directors might hesitate to pursue a course because they would be criticised but he said the policy was to do what they knew should be done regardless of criticism.

The problem of investment, he said, is far more difficult than it was in days gone by because of the lessened yield. He said, however, that the Equitable had not been conquered by any difficulties. The officers and directors are very alert, they keep their eyes and ears open to investment opportunities. The company has sold 700 farms since January. He said that few will be left at the end of the year. He feels that the more

difficult problems of administration have been lessened. Most of the railroads are now in good condition and mortgages on real estate can be purchased to advantage. The Equitable, he said, does not boast of a super management but an earnest one.

NEW YORK RALLY

The Saturday meeting in New York City started with an early session in the directors' room where the delegates heard President Parkinson. There was a lunch attended by 200 from the eastern section. President Parkinson was guest of honor and spoke. He announced that in addition to the 17,942 ordinary policies on individual lives sold during April there were 41 group cases closed covering 4,700 lives. In his address President Parkinson voiced his appreciation of the results and said they were particularly gratifying to him as indicative of the continued recognition of the security which life insurance affords and evidence that the public is prepared to place surplus dollars into life insurance in the realization that it not only safeguards the home front but provides premium dollars for the purchase of war bonds.

CHICAGO MEETING

At the breakfast to which were invited the other delegates Monday morning, President Parkinson spoke. R. R. Reno of Chicago, president Central Managers Association, introduced his delegates and presided over the meeting. Kellogg Van Winkle of Los Angeles, president of the far west division, introduced his delegates.

At 9:30 o'clock, the Central Managers Association held its annual meeting, Manager A. B. Shea, Minneapolis presiding. Vice-president W. J. Graham was the chief speaker. President Parkinson spoke briefly.

The leading agency in the western department was L. R. Berlin of Spokane, who was present. The leading unit manager was H. A. Hollingsworth of the C. J. Sauter agency of Seattle, who could not be present. The leading agent was H. W. Kelso of the Dewar agency of Los Angeles. The Berlin agency volume was \$615,475.

In the central department the Samuel Lustgarten agency, Chicago, was first with a volume of \$3,229,206. The leading unit manager was M. J. Beckers of Rapid City, S. D., president South Dakota Life Underwriters Association of the C. W. Poole agency of Aberdeen. The leading agent was Louis Behr of the Lustgarten agency, who led the central division and, in fact, led the agents for the entire country. While the Lustgarten agency scored the first in number of points the Warren Woody agency was first in volume with \$4,068,282.

At the luncheon two Equitable directors were present, Charles Budd, president of the C. B. & Q. R. R., and Sterling Morton, secretary of the Morton Salt Company.

Ohio Measures Enacted

COLUMBUS, O.—The Ohio house has passed a senate bill permitting life companies to invest in railroad bonds and in U. S. insured building and loan associations. The house also has passed a senate bill permitting the anteing of group life policies.

POSTER SERVICE USED

Aimed at impressing on newly mobilized soldiers the importance of taking advantage of the insurance protection offered by the National Service Life Insurance, 50,000 copies of a 4-color poster have been supplied to the Army authorities by the Institute of Life Insurance. Posters will be displayed prominently on bulletin boards at induction centers and in barracks for troops undergoing indoctrination and preliminary instruction and training.

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Sales Ideas and Suggestions

Plans for Making Life Insurance Selling Easier

A. R. Jaqua of Cincinnati, associate editor of the Diamond Life Bulletins of THE NATIONAL UNDERWRITER, addressed the Chicago Life Underwriters Association this week. He is much in demand as a speaker. He said that after 100 years the salesmen of this country have put on the books 136 billion of legal reserve life insurance. After five years the U. S. government has put on 100 billion of life insurance, 50 through social security and 50 voluntary National Service Life Insurance. This shows that the life insurance market has not been saturated by any means. The speaker said that the 50 billion dollars of National Service insurance is easy to buy. It is low in cost, it has no war clause, and no down payment is required. It is difficult, he said, for those in service not to buy. The combination of high powered mass selling psychology and deduction of premiums at the source is almost irresistible. He thinks there may be some point in this for regular insurance. Speaking further, Mr. Jaqua said:

Product Made Too Difficult to Buy

"We can't make so-called commercial legal reserve life insurance compulsory. Nor can we make it quite so easy to buy as is National Service Insurance. But maybe we can make our insurance easier to buy than we have in the past. In other words, is it possible that we have made our product hard to buy? It could be. In fact, it has been. For example:

"1. When I signed as an agent the minimum age limit for ordinary life insurance was 16. Why that was so, only God and the medical director knew.

"2. When I came into this business few companies would write women. Today 20% of all sales are made to women. Why did we make it so hard for women to buy protection—to invest in a guaranteed savings and retirement plan? Is it fair to say that we tapped that market only when we had to?

"3. Fifteen years ago little business was written without a doctor's examination, as late as three years ago a medical director scolded me for suggesting non-medical. By insisting that they see a doctor we missed writing millions on farmers because we made it hard to buy.

Income Limit Put Too Low

"4. In the past thousands of new agents were told: 'Don't call on people making less than \$3,000 a year, that's where the money is.' And yet 75% of sales are made to buyers who own less than \$2,000 of life insurance.

"5. Originally life insurance called for annual premium in advance, take it or leave it. Lots of people left it. Then under pressure we would with a frown accept a semi-annual or quarterly. Then a few companies started monthly premiums. That is to say, we watched Rolls Royce go broke and Ford make billions and figured there might be something to the idea of a small down payment and easy installments; something the industrial and group insurance people found out some years ago.

"So, one ordinary company makes it possible to buy life insurance without paying cash or writing a check. The agent merely asks you to sign a slip authorizing your bank to charge your account with a monthly premium—the

first and all subsequent monthly premiums.

"Doubtless most of you have completed death claim blanks—and by the time you finish your research and have all the signatures and witnesses and affidavits and notaries you almost wish the person hadn't died. But there is a death claim blank of half a page requiring only a notarized statement of the doctor and two signatures, one of the beneficiary and one of a friend.

Make Insurance Buying Easy

"My thesis, then, is that if our purpose is to serve the public; if our purpose is to distribute the benefits of legal reserve life insurance in large quantities we must make more effort to see that the buyer has to make less effort. Fortunes have been built by adherence to the principle of making it easy to buy.

"Let us consider what companies are doing or can do; what agencies are doing or can do; what agents are doing or can do.

"1. Public Relations. James Rutherford, executive vice-president of the National Association of Life Underwriters, in a particularly able address to the life advertisers, suggests one way of making it easy to buy. He wants life companies to advertise the agent. Some companies are now doing individually what Mr. Rutherford suggests doing cooperatively. And many general agents have built up the prestige of their associates by every discoverable method; by advance letters to prospects, by advertising, by well directed publicity, by introductions to individuals and clubs, by lunches or dinners.

"2. Mass Selling. Perhaps the best single method of making a thing easy to buy is through mass selling, which so far as we are concerned means group insurance, payroll deduction insurance, pension trusts. The possibilities of mass selling, with the deduction of premiums at the source, are just beginning to be recognized by life insurance, by accident and health insurance, by property insurance. I see no reason to change a prophecy I made five years ago that eventually one-third of our business, perhaps one-half, will be sold on some kind of mass selling plan.

Four Principles in Mass Selling

"There are four principles in mass selling which may be worth noting—and these principles apply to all group selling, whether payroll deduction, pension trusts, group insurance, group hospitalization or what have you.

"First, the company must have a well worked out, simple plan of operation. Some one at the home office must set up workable machinery and there must be constant, intelligent follow-up to see that the field force uses the machinery.

"Second, the service of a specialist must be available. Few agents have either the time, knowledge or finances to do the job alone. Notice how we used that principle in selling Series E war bonds. Each solicitor could call upon his captain if necessary, the captain could call upon both the speakers bureau and a flying squadron of high pressure business men.

"Third, Premiums should be deducted from wages before the wages are received. This is the most painless method yet discovered of paying for

anything—as the government is just now discovering on taxes.

"Fourth, get the employer to contribute part of the premium if possible. The more the employer contributes the easier it is for the employee to buy.

GOOD NESTS

"The nearest thing to a payroll franchise is a good 'nest.' For example, one agent gets 80% of his business from three nests, his school alumni, his Rotary Club and his country club. Another gets more than half of his business from engineers. Another makes his living soliciting teachers at the university. Another is known as the musician's insurance man. Another gets more than a quarter of a million a year from one industrial plant.

Bargain Appeal Made

"If a complete survey could be made I think we would all be astonished to find how many sales are made by the bargain appeal. Nothing is so hard to resist—for men or women—as a bargain. It has been said that there are no bargains in life insurance but I have some old 90-day disability clauses and some old 3½% settlement options that would today be considered bargains.

"Age change, of course, is the outstanding example. I am informed that about one-third of all policies are sold during the 30 days preceding or following the age change and whether or not there is actually a saving the bargain appeal is there. Yet most of us still have no systematic method for either collecting or following up age changes.

"When a new policy appears apparently offering advantages or when an old policy is to be supplanted by another offering fewer advantages—we have our bargain appeal. For example, the enormous influx of business in December, 1941, and January, 1942—to get under the wire before war clauses were put on—was due to the bargain appeal.

"Again, the biggest hook in converting term insurance to permanent insurance is the bargain appeal.

Develop Policies with Riders

"Speaking of the family income policy reminds me that several companies are trying to develop policies with riders. It is always easier to add a rider to a policy a man already owns than it is to sell either the individual policy or the rider individually. So we may have a basic policy to which, by means of a rider, you can add waiver of premium, or accident and health coverage, or double indemnity, or disability income, or cover additional members of the family, or increase or decrease the face of the policy or the premiums, all by riders. The automobile people have used the idea for years.

Collecting First Premium

"Our purpose is to make it easy for people to buy what they want. A lot of men want non-cancelable disability income and so far as I know there isn't any reason why it shouldn't be offered. It is marketable merchandise; it depends only upon careful selection and sufficient premium. We have the statistics to write such a policy on a paying basis and I believe it will some day be done.

"The same thing can be said about annuities. Maybe they have to be written on the basis of no interest returns at all but that is all right, we can still write annuities. To state it baldly, I believe that if we are to perform our public service we should write anything for which there is a demand if we can do so safely and soundly. And we

should write it on such terms as will make it easiest for people to buy.

"Some time ago I was interested in collecting various methods used to get over the hurdle of the first premium. Let me list some of the methods used.

"(1) The use of interim or initial term insurance. For example, a prospect may find his premiums are heavy just before his age change and hesitates to take on new commitments. But by the use of initial term insurance he can defer the premiums for two, three or six months. Or a farmer may wish a premium deferred to such time as he sells his crops. Or an employee may wish to defer the regular premium until bonus time.

"(2) Quoting a monthly premium, even if he must pay a quarterly, but particularly if he can really pay for the policy monthly as under the salary deduction plan or the bank draft plan.

"(3) The use of accumulated dividends to pay all or a part of the first premium on the new insurance, or the changing of some high premium life insurance to ordinary, using the difference in cash value for the first premium.

"(4) Taking a note for the first premium. This plan is much less used than formerly and is financially dangerous for most underwriters. But it does help to get insurance in force.

Plan of Making Additions

"(5) The plan of adding to what you already have. We probably use this idea less than we should. For example, some underwriters get 25% of their business from additional policies; they sell one five and order out an additional \$2,500 or \$5,000—perhaps a lower premium policy—whenever the financial condition and needs of the prospect warrant it. Again it is always easier to sell \$25 a month retirement income to a man who already owns \$75 a month than it is to sell \$100 a month originally.

"(6) Can't Lose—Fear of a Trap. Most men and most women are so afraid of being tricked, so afraid the salesman is putting something over on them, so afraid they might do better elsewhere, so afraid the insurance proposed isn't just the best thing for them, that they put up a barrier of No's like a porcupine putting up his quills. If you would make sales easy, devote some time to developing the "can't lose" features—the "money back if not satisfied" idea—some methods of eliminating the fear of a trap.

REAL OBSTACLE

"You make it easier for me to buy when you locate and remove the one obstacle that is keeping me from action. Every sale that was ever made took place because some obstacle to a purchase had been eliminated. It does seem that companies, agencies and agents might cooperate more in finding out why the customer does not buy and then working to remove the obstacle. What are some of the common obstacles?

"1. He does not think he will die very soon and thinks his family would get along some way even if he did die. The way a number of underwriters remove that obstacle is to kill the gentleman and then act as executor for the family. The method used is to seat the husband and wife at the table in the evening, tell the gentleman that you are going to put his estate through a hypothetical liquidation and that he can sit by and watch it, making believe he is an angel. Then just as any executor would, the underwriter proceeds to pay the bills and try to provide income out

of such insurance, cash and equities as are left. Most prospects feel pretty humble, and quite a few are willing to buy, after the process.

Other Company Competition

"Another obstacle that makes it hard for a man to buy is when he thinks another company is better or cheaper than yours. Thus you make it easy for me to buy when you prove by means of charts, testimonials, recommendations or whatever is available that I could do no better elsewhere. You don't have to be cheaper, nor do you have to be better. But you should be reasonably competitive and surely every company should have some points to stress in which it is superior."

"Another obstacle—and this is reasonably prevalent now—is that the prospect is afraid of the future or of his job. That is why many underwriters suggest that a man pay two or three premiums in advance, if possible; or perhaps pay an annual premium every six months.

"Finally, a reasonably frequent obstacle is that the man just can't make up his mind to take action. You make it easy for him to buy, therefore, when you make it easy for him to decide. Many agents, particularly those trained by Equitable of New York, suggest examination without obligation. Most agents are trained to get over this decision obstacle by asking for a small decision such as, if you took this how would you pay premiums, whom would you name beneficiary, what is her maiden name, how do you want the company to pay this money to her, what will you do with your dividends, do you want premium receipt sent to your home or your office?

Insurance for Definite End

"A final way of making it easy for me to buy is to try to propose insurance only for a definite situation. Isaac S. Kibrick, of the New York Life in Boston, is an outstanding example of this kind of selling. He rarely talks about life insurance as life insurance but always in terms of paying off a mortgage, or sending a child to school, or retiring a partner's interest, or providing cash for clean-up or some other definite timely situation. Agents tell me that men will buy more easily once they recognize and admit a problem situation.

Ferreting Out Situations

"This leads me to suggestion that in my opinion one of the most valuable persons any company could have or any agency could have is some one gifted with imagination and alertness and a nose for news, whose job it is to find situations from prospect cards, from policy holders cards, and from settlement option records. Such a person would suggest persons to see, with a reason for selling them; some definite situation. Some companies and some agencies have such a person to run what is called a prospect bureau. The number will increase, because it makes selling easier."

Key Man Has No Rights to Business Insurance on Life

(CONTINUED FROM PAGE 1) leaving. There is no doubt that such an agreement would be binding and could be enforced by the man himself or by his heirs in case he died before he succeeded in getting the former employer to turn the insurance over to him.

Whether a key man can diplomatically insist on such an agreement or even mention it of course depends on the circumstances in each case. Such agreements would undoubtedly be easier to get these days, when good men are difficult to get, than in normal times. In view of the wholesale postwar reshuffling of personnel now in war industries many of those on whom key man insurance is currently being carried will doubtless be leaving for other types of work and

they might do well to have written agreements setting forth the precise basis on which the insurance may be taken over. Usually the basis is the cash value at the time of transfer.

Rutherford Hits License Proposal

(CONTINUED FROM PAGE 1)

ployer-employee relationship, have had something to do with this gain in a generally declining market.

"The marked progress already made in developing adequate and comprehensive plans of compensation could be tossed out of the window if Mr. Simon's proposal were adopted. Retirement plans could be forgotten. Since there would no longer be any semblance of employer-employee relationship, social security could not take the place of the dropped retirement idea. Most men find it impossible, or certainly undesirable from their point of view, to start in this business today without some financial help during the first year or two. Certainly companies and general agents could not be expected to provide this under the suggested plan.

Orphan Policyholders

"We are coming more and more to the realization that we must service all policyholders from the day they buy until the day they die and their beneficiaries thereafter. Agents the country over do a lot of this service work, and must do more of it in cases where there is absolutely no chance for compensation through the sale of additional insurance. A company can and more of them are making plans to compensate their agents for this type of service. Eliminate the connection of an agent with a particular company and you will deprive millions of 'orphan' policyholders of the much needed service they receive through the present agency system.

"If the 'all companies' idea is adopted, the training and education of the new man, and the present constant re-training of the older man will be entirely up to them as individuals or up to underwriters' associations to which they may belong. Most underwriters want these company training plans continued, improved and enlarged. They put dollars in the pockets of agents, dollars that would not get there without this good work on the part of the companies.

"Thousands of life underwriters over the nation believe that a larger portion of the advertising dollar of most companies could profitably be spent in building the prestige of the agent with the public. If you destroy the relationship between the company and the agent, how could a company be expected to do this?

Part Timer and Unfit

"How far we would get with the elimination of the part-timer and the unfit agent under this plan? Some progress has been made in their elimination and greater progress is to be expected. Destroy the relationship between company and agent and you then have only the relationship between agent and state. To control the part-timer and the unfit agent, it would then be necessary to adopt more stringent state regulations; in other words, to put control of the producing side of this business in the hands of government.

"The idea that an agent should be loyal to his client rather than to his company might lead one to the conclusion that a man can't be loyal to both. It is admitted by most people that if an agent looks after the best interests of his client, he will automatically act for the best interests of himself and his company. There certainly should be no conflict between the interests of the company and the interests of the client. Companies as well as agents who fail to put the interests of the client first do not long exist. We regard as un-

sound the assumption that men who are loyal to companies can't be loyal to clients and can't put the interests of those clients first.

"It is believed that the adoption of Mr. Simon's proposal would encourage the entrance of government into the field of life insurance within a few years. The first move would be that of further regulation, which would be absolutely necessary as it has been pointed out. With the inability of companies to extend their services into neighborhoods, cities, and markets not already covered, there would come the opportunity for government to meet the demand of such neighborhoods, cities and markets for insurance service. The American agent, loyal to his company, built American life insurance and he will preserve it as a private enterprise.

"We have many life insurance brokers or 'independents' over the country who are doing outstanding jobs. The great majority of us, however, are more effective, more useful to the nation and more prosperous under the agent-company relationship than we would be without it. Remembering 'the greatest good of the greatest number' we shall continue to advocate the strengthening of the ties between an agent and his company and continued loyalty of the one to the other. We shall continue and even intensify our discussions with the companies of desired improvements in the situations of their field men, but these discussions will always be on a friendly, loyal and cooperative basis."

Human Record of War Is Shown in Unusual Cases

(CONTINUED FROM PAGE 2)

Another company paid one war claim on which the insured was discovered subsequently to be alive. His mother received a letter from him a few days after the war department declared him dead; however, up to the present, so far as the company can learn there has been no further word from him or trace of him. The beneficiary was the mother, and when the company endeavored to have her refund the money, it was told that she had spent it.

Some of the claims involve difficult questions of law. One insured had a policy with a double indemnity rider excluding aviation and another policy with an aviation exclusion rider. He was lost while piloting a plane on Civil Aeronautics Patrol over the Atlantic and was reported dead. The company denied liability for the double indemnity benefit under one policy and the face amount of the other on the grounds that insured's death resulted from participation in aeronautics. Counsel for the beneficiary, however, contended that the death did not result from such participation, that the insured landed safely on the surface of the ocean, that the death therefore resulted solely from drowning and that the company is obligated to pay the double indemnity on

Bokman Is President of Pa. Insurance Federation

Charles H. Bokman, resident manager in Pittsburgh for New Amsterdam Casualty, was elected president of the Insurance Federation of Pennsylvania at the annual meeting in Philadelphia. He succeeds J. N. Jamison, executive vice-president of Reliance Life, who headed the federation for two years. Pennsylvania Insurance Days, ordinarily held in connection with the federation meeting, were postponed indefinitely because of war conditions.

Among the vice-presidents elected are: Frank D. Buser, Fidelity Mutual Life, and William B. Corey, Provident Industrial Life, and Fred A. Service, Protected Home Circle, Sharon.

Treasurer is John B. Pharaoh, 2nd, Indemnity of North America, and secretary-manager, Homer W. Teamer, Philadelphia.

Jess Read's Assistant in Army

Andy Crosby has resigned as assistant to the insurance commissioner of Oklahoma to enter service and reported at Fort Sill, Okla.

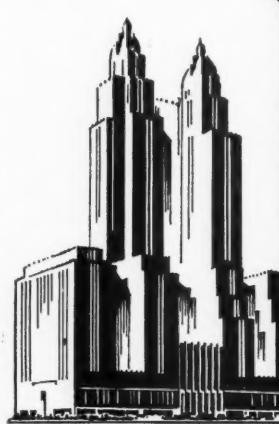
Commissioner Read probably will not appoint a successor to Mr. Crosby but will try to do the work himself. Two of his past assistants are now on the federal bench, two captains in the army and two successful practicing attorneys in Oklahoma City.

one policy and the full face amount on the other.

The accidental death benefit was concerned under a policy relieving the company of liability for death if "caused directly or indirectly by military or naval service in time of war." Insured was aboard a U. S. warship that went aground during a storm while carrying out a naval assignment. Insured was lost. The question is, Was the death the result of military or naval service, or of an act of God?

Beneficiary Dies Before Insured

The insured of another company was a civilian residing in Illinois. Beneficiary was his son who was with the army overseas. Insured died Dec. 1, 1942, but on Dec. 15 the war department advised that as of Nov. 28, 1942, the beneficiary was reported "missing in action." The policy names no contingent beneficiary, and provides that if no beneficiary is living at death of insured the proceeds go to the estate of insured. If the beneficiary is never heard from again and he is ultimately presumed to be dead, the date of death which will be given in the finding issued by the war department will probably be long after the date of insured's death, although, if the facts were known, the real date was undoubtedly before the date of the death of insured. With whom may the company safely make settlement if the beneficiary is not heard from again?



Headquarters for Wartime Conferences

"Streamlined" conferences are welcomed at The Waldorf-Astoria. They are accorded the same diligent cooperation and staff assistance that made this hotel the convention center when occasions were more elaborate. Wartime regulations and restrictions are being obeyed, but there is no ceiling on friendliness.

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Design for Victory

Field representatives of the Equitable Life of Iowa are weaving a Design for Victory which is typically American.

More than fifteen per cent of those comprising the Equitable of Iowa's field force are now in the armed services. Their contributions to the cause of Freedom are self-evident.

A full one hundred per cent of all Equitable of Iowa field representatives who are continuing to serve as Life Underwriters are also doing their part, by extending the benefits and services of Life Insurance more effectively and aggressively than ever before. Let us not minimize the importance of their contributions. Theirs is a very real responsibility in helping to preserve, through Life Insurance, the economic well-being of the home front.

Additionally, Equiowans on the home front are selling War Bonds and Stamps; they are serving on draft boards, as air raid wardens, auxiliary police, and in many other avenues of the war effort . . . and they are investing generously of their earnings in War Bonds.

That is the American way of waging all-out war . . . an orderly, voluntary, democratic Design for Victory which Hitler can neither understand, nor stop.

EQUITABLE LIFE OF IOWA
Founded 1867
HOME OFFICE • DES MOINES

WARTIME WORKING CAPITAL LOANS



Our plan permits the following, if you wish:

A percentage of the renewals to revert to you for current expenses.

Maturities to General Agents five years; to sub-agents four years. We cannot accelerate the maturity.

We advance approximately three times your '42 renewal income.

Rates—\$30 per \$1000 per year on loans ten thousand and upward; \$35 per \$1000 on amounts five to ten thousand and \$40 per \$1000 up to five thousand.

An outside appraisal of the value from a collateral viewpoint of your renewal estate by qualified statisticians—at no cost to you.

You are under no obligation in obtaining from us a firm loan commitment.

**LIFE UNDERWRITER'S
CREDIT CORPORATION**

NORTHWESTERN BANK BUILDING
MINNEAPOLIS, MINN.

AFTER THE WAR

Yes, after the war . . . a war scarce begun and holding promise of all the blood and sweat and tears predicted for it . . . but a war that some day, nevertheless, will be over.

What kind of a world will it be for life insurance men then?

It will be, we think, a world of brilliant promise in which a socially conscious people will more than ever turn to the security of life insurance—will more than ever think in terms of certain income. Not only will more people hold this appreciation of life insurance, but, more people will have the means of enjoying its protection.

In short we think both the prestige and the opportunities of competent life underwriters will be measurably greater in the post war days. Fidelity, planning now for that day, looks forward with confidence.

The **FIDELITY MUTUAL LIFE
INSURANCE COMPANY
PHILADELPHIA**

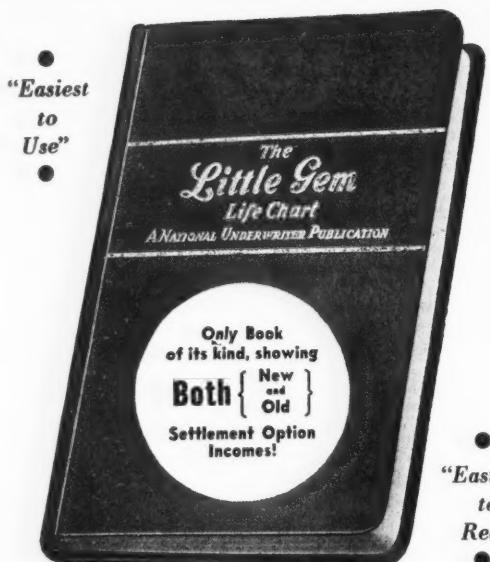
E. A. Roberts, President

**COUNTRY LIFE
INSURANCE COMPANY**

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to all those puzzling questions (*It costs little and pays well*)

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Partial Table of Contents

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Special Programming Section of some 60 pages—one-third more than any other.

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Rates of Interest Earned — also Rates Payable on Proceeds.

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Take Advantage of the "Little Gem's" BROADER Coverage. Order Yours Now!

Many Changes — Millions of New Prospects!

War and related problems have caused widespread changes in all of the many subjects covered by the Little Gem. Furthermore, there is now a tremendous "new market" of people who are "protection conscious"—but at the same time know little of life insurance. With the new Little Gem you can get them to place a higher value on life insurance and also back up your statements with the conviction and power of impartial authority.

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